

DECEMBER, 1956

**sbs**

# SOUTHERN BUILDING SUPPLIES

*Serving dealers  
and wholesalers*

*in the South-Southwest*

12,500 Copies This Month

## OUR BILL OF GOODS

Party vs. Presents  
for Good Customers  
'In Use' Displays  
Draw Contractor Sales  
Polyethylene Film  
Good Profit-Maker  
Mechanical Devices  
Slash Handling Costs  
Displays at Dealer  
Displays 400 Items  
at Door of Dealer

**Contents on page 3**



NEW STORE PART OF CONTRACTOR DRIVE — page 37

THREE STEPS TO GOOD KITCHEN DESIGN — page 46





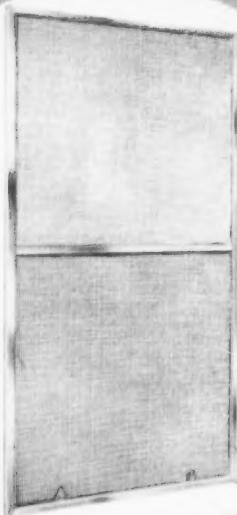
# Aluminum Screens

**NOW YOU CAN BUY  
THE FINISHED PRODUCT**

**YOU CAN BUILD  
IT YOURSELF**

**OR**

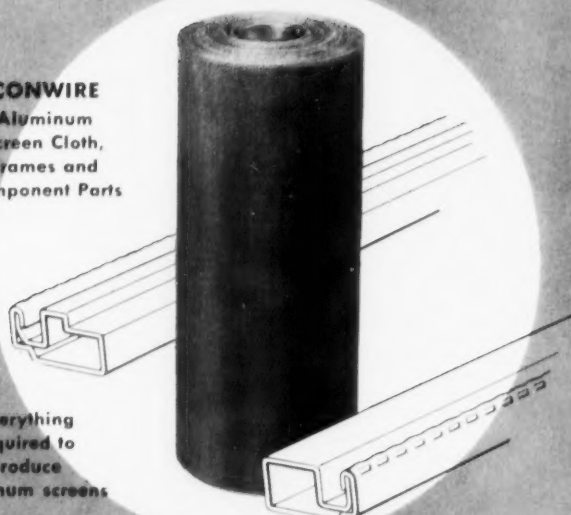
**CONWIRE**  
Full Frame  
Aluminum Screen



practical beauty  
for any  
type window

**CONWIRE**  
Aluminum  
Screen Cloth,  
Frames and  
Component Parts

everything  
required to  
produce  
aluminum screens



Either way, you can be sure of the famous, flawless beauty of a Conwire Screen. Close quality control from the weaving of Conwire Screen Cloth to the fabrication of the heavy gauge aluminum frames insures consistent perfection. The name Conwire is your guarantee.

## **The Famous BURNS LIVE WIRE TENSION SCREENS**

One of the hottest products that ever left a dealer's shelf. Every Burns Screen is packaged individually — it's easy to display, easy to install, easy to store, and, above all, easy to sell.



*Write  
or  
Call...*

**Consolidated**

**WIRE PRODUCTS**

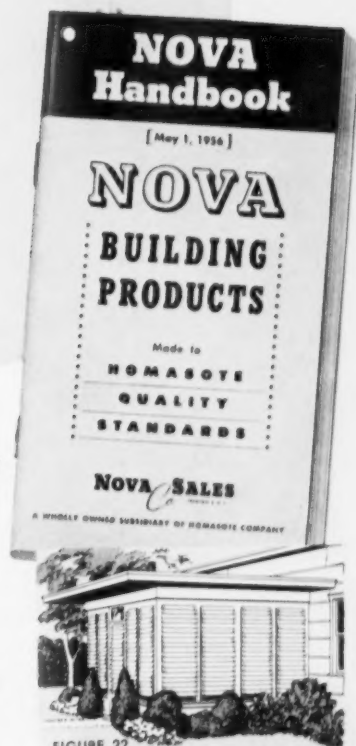
**COMPANY**

**AFFILIATED WITH DODGE WINDOW CORPORATION**

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Atlanta, Georgia**

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**Jackson 5-4514**



## The "all-weather window" —already in its frame

...the first pre-framed glass-louvered jalousie!

Nova again leads the field with its top-quality Nova Jalousie, already installed in a wood window frame, ready to place in the opening. In new construction or in the replacement of old-fashioned windows, this means important savings in installation costs.

Here, for the first time, jalousies fit standard window openings. You get a complete package—including the jalousie, glass, screen and wooden frame—all contained in a special crushproof carton for safe delivery. The #1 White Pine frame has filler pieces on the inside. If the jalousie is used with dry-wall construction, simply pull the four filler strips off—if with plaster, leave them on.



Nova Jalousies dignify and beautify the low-cost house and are naturally "at home" in any residence. With Nova you get top quality. Jalousies generally are made to meet price competition—which necessarily causes some sacrifices in quality. Nova Jalousies, whether pre-framed or KD (knocked-

down), are made as well as modern engineering techniques and materials can make them. They are priced slightly higher, but you have the satisfaction of getting the best and—in the long run—the most economical.

The new 68-page Nova Handbook gives the **know-how** on every type of jalousie. Details of construction are fully illustrated. There are instructions on how to figure sizes of individual windows, as well as on how to build complete porch enclosures—with the new levellers that automatically take care of out-of-level porch floors. The Handbook tells how to eliminate wood bulkheads and plumb up walls—and describes Nova Wood Jalousie Doors and the All-Aluminum combination screen and storm doors.

Send for your copy of the new Nova Handbook today. In this building manual you also get complete information on how to waterproof basements or treat brick and masonry surfaces—on Novafold Plastic Folding Doors—on Nova Shakes—and on the new 4' Novapanel, for quick application of cedar shakes. There is no cost or obligation. Kindly address your inquiry to Department M-14.

# NOVA Co. SALES

TRENTON 3, N. J.

A wholly owned subsidiary  
of Homasote Company



## A GOOD RESOLUTION for building material dealers

The progress of the Building Material Industry in the Industrial South has been phenomenal. From all indications it will continue at an accelerated rate, placing the building material dealer in a position to profit by this growth.

We, at SSIRCO, are increasing our present inventories, adding new lines of merchandise, making plans for additional and larger facilities—all of this to enable you to profit by the increased demands of your customers.

Your wholesaler's responsibility in such a dynamic economy is to be adequately prepared to meet your every requirement. This we must and will do in 1957 and future years—for we at SSIRCO have a real stake in your future. We'll be glad to show you what we can do to help you have a profitable 1957.

ties—all of this to enable you to profit by the increased demands of your customers.

## SOUTHERN STATES IRON ROOFING COMPANY

*Serving the building materials industry since 1914*

GENERAL OFFICES: 573 WEST PEACHTREE STREET, N.E. / ATLANTA, GEORGIA

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**sbs****SOUTHERN  
BUILDING  
SUPPLIES**

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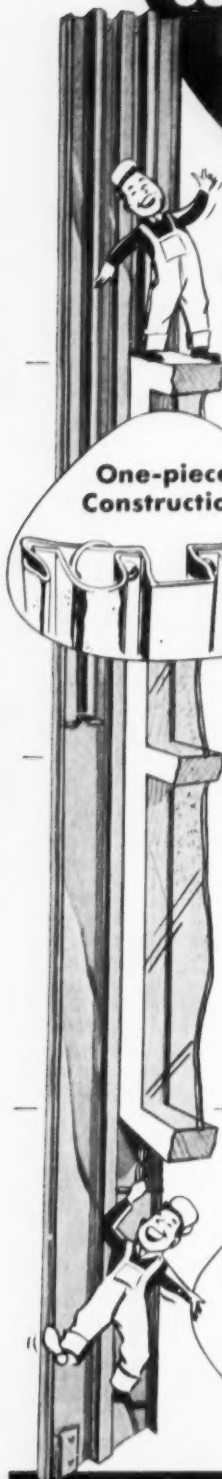
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**Volume 11****No. 12**

# SOUTHERN'S

## DROP-IN SASH UNIT

... Saves  
**YOU one-half**  
on labor cost—  
just use the complete  
one-piece balance with  
Built-In Weatherstrip



**One-piece  
Construction**

### Jamb Balance No. 600 Completely Factory Assembled

- Ease of Installation
- Floating Sash Hanger Eliminates Nailing
- Silent Operation—Springs are Flocked to Sound Proof
- Comes to you balanced No additional adjustment required in normal installation
- No service or attention needed
- Corrosion resistant aluminum
- Always silent, easy to operate

**Important**

**Flange  
Features**

Full Weather Protection  
Sash never binds or sticks  
Self-adjusting  
Easy to lock  
Fits all standard sash  
Looks new, looks neat

### Full Jamb Coverage

JAMB BALANCE NO. 600 gives full jamb coverage and is mitered on 14 degree sill pitch. The flexible base provides a continuous air seal that adjusts automatically to conform with sash contraction or expansion. Cushion flanges provide tension adjustment.

**Floating  
Sash  
Hanger**

**SOUTHERN METAL PRODUCTS CORP.**

921 Rayner • Phone BR 5-9147 or BR 5-1898 • Memphis, Tenn

## 'BETTER WAY' Shared by Dealers

### House Plan Books in Library, Offices

A "Better Way" to get more people interested in building and to get the company name before the public has been discovered by the R. J. Hurley Lumber Company in Rich Hill, Mo. This dealer placed a large house plan book in the local public library—and several smaller plan books in the offices of doctors and dentists and in beauty parlors.

These plan books really have attracted the attention of women!

Manager Dixon Palmer writes that the frequent comments in the store by customers who have thumbed through a Hurley plan book in a beauty parlor or office indicate that they are getting attention.

A second "Better Way" the firm used recently was to furnish programs for school football games, which included Hurley advertising.

### Pallets Simplify Handling Cement



When the Berry Street Lumber Company of Fort Worth, Texas, unloads cement for storage, the sacks are individually handled only once, instead of the usual twice.

Use of small pallets on which cement can be stacked 12 sacks high cuts the time in half, according to Bill Nelson, managing partner. Only 10 sacks are handled at a time because that number seems to make the most practical, safe load.

Pallets were custom-built in the yard for this purpose. They measure 16 by 24 inches, with 2 by 4 cleats. These cleats, or runners, are beveled at one end, the bevel cut running 3½" long and 1½" deep. This permits tilting the loaded pallet toward the truck. Without the bevel, the load could not be handily tilted into position for moving.

Without the pallet, the standard cement truck used could not be removed from under the 10-sack load of cement. The system has greatly reduced the number of broken sacks.

Pallets cost about 60 cents each to build. The Berry Street yard keeps about 100 on hand.

## Promote One 'Special of the Month'



One item—at one price—promoted and displayed for one month, brings the Gilliam and Sons Lumber Company in Front Royal, Virginia, a 15-per-cent increase in sales volume on that item.

Describing this "Better Way" of promoting a "special item" each month, owner Jack Gilliam said that seven radio spot announcements a day keep the item before the public. Three "door knocks" open the announcement, followed by "Today we are offering outside white paint at \$6.56 a gallon" or a similar product. The item is displayed at the store entrance.

Six days a week the firm's radio spots promote products, but on Sunday they urge listeners to attend church.

## Awning Display Gets Attention, Inside

Lack of a suitable place on the outside of a window to mount a sample of its new steel and aluminum packaged awning line was turned into an asset by the Gypsum Valley Lumber Company, Gypsum, Kansas.

Harold Eagleton, manager and co-owner, placed it inside in such an illogical spot that it has to get attention. It was placed over the main entrance. No one can

start out the door without noticing it, and many customers have commented on it.

Since the awning is in itself one style of canopy, it has resulted in sales of many other styles of door canopies. The owner said he is looking for other items to display unconventionally.



★ ★ ★

"BETTER WAY" IDEAS that are accepted for publication like these win \$7.00 each for the dealers who submit them. Share your better way of selling or operations with other dealers through SOUTHERN BUILDING SUPPLIES. Send the details and any available pictures or sketches to Editor, Southern Building Supplies, 806 Peachtree Street, N. E., Atlanta 8, Ga. Mail your "Better Way" now!

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**TENSION-tite®**

**SCREENS**

never bow

in the middle

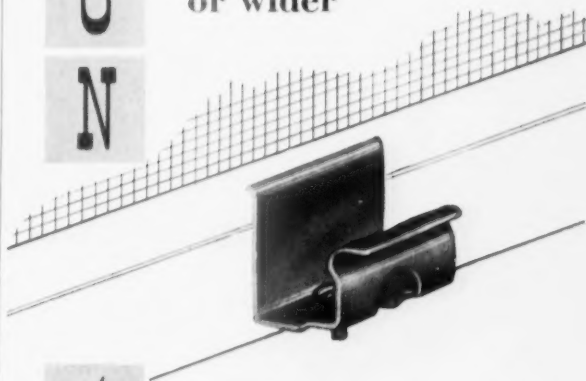
because a

center clip is

provided on

all screens 3'-0"

or wider



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*Offer the finest!*

The bottom bar on frameless screens using blindstop hardware tends to bow upward  $\frac{1}{4}$ " to  $\frac{1}{2}$ " on all but the narrower widths. This unfortunate gap never occurs with Tension-tite screens, inasmuch as an extra center clip is automatically added to all Tension-tites 3' 0" or wider. This is one more reason why Tension-tites give the longest trouble-free service. Ask us to put you in touch with a local jobber who will give you everything you need to sell this profitable item.

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INTERNATIONAL TRADE MART

NEW ORLEANS 12, LA. . . Tulane 7186



For rising sales volume

and profits...



## ...two great **TENSULATE** products

Tensulate spun mineral wool, in granulated, full-thick, semi-thick, or nominal batts, fully paper enclosed, or aluminum foil reflective, is the ideal insulation to stock for economy and profits. A full line of top quality insulation made in the South for Southern use. Attractively packaged in extra strong tubes or bags for economical handling and storage.

Tensulate Perlite is the lightweight aggregate contractors are calling for. One aggregate suitable for plaster and small insulat-

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Both of these Tensulate products are generally available in mixed shipments. Cut your inventory requirements by placing your next order for wool and lightweight aggregate with Tennessee for speedy service. Mail the coupon below for complete details.

TENNESSEE PRODUCTS & CHEMICAL CORPORATION  
Department B-12, Nashville 3, Tennessee

Send complete information on Tensulate Spun Wool Batts.

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Position \_\_\_\_\_

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City \_\_\_\_\_

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**PRODUCTS & CHEMICAL**

*Corporation*

NASHVILLE, TENNESSEE

A DIVISION OF THE CHEMICAL, PAINT AND  
METALLURGICAL DEPARTMENT OF  
MERRITT-CHAPMAN & SCOTT CORPORATION

*Why Dealers Feature*  
**Weyerhaeuser**  
**4-Square Lumber**  
*to attract good customers*

☆ ☆ ☆

**WELL-KNOWN BRAND**—Because Weyerhaeuser 4-Square kiln-dried is the best known lumber in America, many dealers across the nation feature this brand name to attract good customers. Precision manufacture, uniform quality and 25 years of national advertising have built broad consumer acceptance; dealers handling Weyerhaeuser 4-Square lumber know it adds to their reputation as suppliers of quality materials.

**BROAD LINE**—The wide variety of items, species and grades of Weyerhaeuser 4-Square lumber from western mills serves both dealers and their customers.

**NEW WHOLESALE YARD**—A new Weyerhaeuser Distributing yard at Louisville will soon provide dealers a quick, convenient source for this fine kiln-dried lumber and other products carrying the Weyerhaeuser 4-Square brand. In addition, the new yard will warehouse other panel materials, insulation and millwork.

**LOWER INVENTORY COSTS**—Lumber dealers can buy their kiln-dried lumber and many other basic building materials from this new wholesale distributing yard . . . when needed . . . thus reducing inventory expenses and increasing dealer profits.

Now being built at  
1360 Durrett Lane . . .  
At Watterson Expressway  
5 blocks east  
of Preston Highway

**Weyerhaeuser**  
**Louisville Yard**

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*Completed home in the Lyon Park Project in Raleigh, North Carolina.*

## Andersen Windowwalls are quickly available from complete stocks of these distributors

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*Roanoke*

**Morgan Millwork Co.**  
*Arlington*

### WEST VIRGINIA

**Iron City Sash & Door Co.**  
*Huntington*

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



"We are proud to sell Andersen Flexivents because we know they are of superior workmanship, and are easy to install," says Hal V. Worth, Jr., of Oldham and Worth Building Supplies, also of Raleigh, North Carolina. "We have been handling the Andersen Flexivents since they were first manufactured and we have always been pleased with them—as have hundreds of our satisfied customers."



"Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we are saving at least \$100.00 per house because our Andersen WINDOWWALLS are fast and easy to install and require no costly call-backs for service."

*North Carolina dealer-builder team reports*

**'Flexivents® sell homes...  
cut costs by \$100'**



The

# BREAK TEST

...lets you prove for  
yourself that Plastergon  
insulating board is stronger

Plastergon Lockaire and Budgetaire Insulating boards are made with the toughest fiber of them all—licorice root. Prove it for yourself by breaking a piece over the edge of your desk or counter—then compare with other boards of equal thickness.

Here is extra strength and rigidity—with no loss of valuable insulating properties. Competitively priced—Complete stocks, one source. Send for samples to make the "Break Test."

Just 4 of Plastergon's Complete Line of Wallboards and Insulating Boards.

**LOCKAIRE**— $\frac{1}{2}$ " and  $\frac{25}{32}$ " Asphaltic board. 48" wide . . . 6 to 12 ft. long . . . also v-joint panels 2' x 8'.  $\frac{25}{32}$ " building board.

**LOCKAIRE PAINTCOTE**— $\frac{1}{2}$ " insulating board. Factory painted one side 48" wide . . . 6 to 12 ft.

**BUDGETAIRE PAINTCOTE**— $\frac{5}{16}$ " insulating board. Factory painted one side, 48" wide . . . 6 to 12 ft. Bundles of 10.

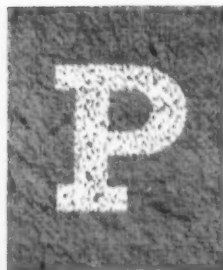
**LOCKAIRE CEILING TILE** . . . factory painted one side, 12" x 12", 16" x 16", 16" x 32", 25 tile per bundle.

Get with the Wallboard Line that has what  
*ALL* your customers want!

## PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY  
P.O. BOX 40, STATION B, BUFFALO 7, N. Y.

Cable Address, "PLASTERGON" • Phone Riverside 3370



take a good...

# PROFITABLE LOOK!

## at the NEW interior movable shutters

**SUN-AIR** meets the vogue for interior wood shutters with better values priced to beat competition—and a good profit margin for distributors.

**SUN-AIR** offers lifetime California Redwood or top quality Sugar Pine at the same low price. Superbly crafted and finished—a prestige item in every sense.

A most flexible and complete line for hundreds of uses in modern decor. Full length shutters, with or without divider rails, and double hung shutters, in a wide range of sizes.

● **DO-IT-YOURSELF KITS** complete with all hardware, instructions, ready to take home.

● **"INDIVIDUAL"** stock panels. Very flexible for lumber yards, venetian blind shops, for cutting down and being made "Custom" by dealer or distributor.

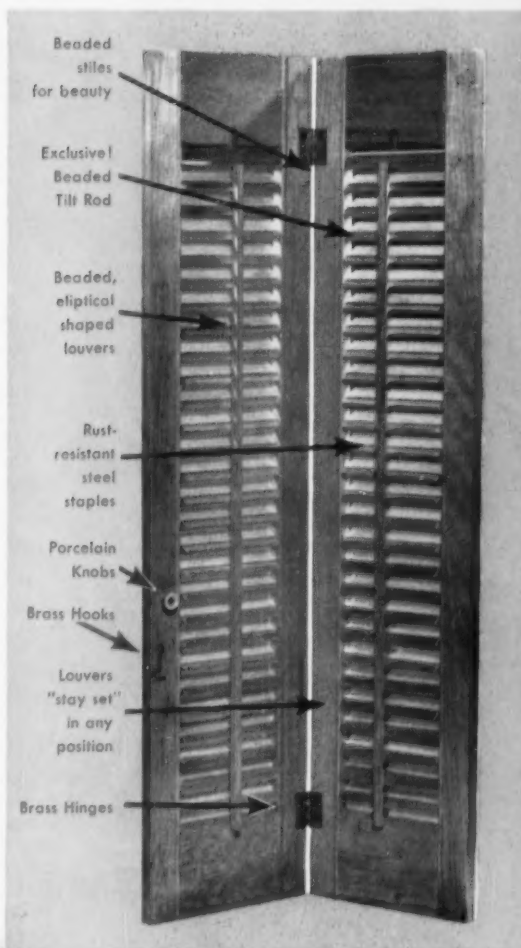
● **"CUSTOM"** shutters made to customers' specifications. Spray painted in any color and hand-sanded between coats, at a nominal factory charge.



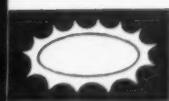
There is profit for you in **SUN-AIR** Louver Shutters. Write today for prices and details. Display units, literature and ad mats available.

**PRODUCTS MANUFACTURING CO.**

1045 E. 31st STREET, HIALEAH, FLORIDA



**SUN-AIR** Louvered Shutters are produced to custom-quality specifications...by the assembly line method of modern manufacturing...in one of America's newest and best-equipped plants.



# SUN-AIR

THE ARISTOCRAT LINE OF LOUVERED SHUTTERS

MANUFACTURED BY ONE OF THE SOUTH'S OLDEST AWNING SHUTTER COMPANIES

# SUPPLY and DEMAND

## New Building Record Seen with Less Homes

The U. S. Departments of Commerce and Labor anticipate a 5% increase in new construction to be put in place in 1957 — to set a new record of \$46.4 billion — despite a drop of 10% in the number of houses built and 5% drop in their total valuation.

Except for new private housing, the Federal agencies foresee expansion in nearly every type of new construction. Housing starts are expected to reach 1 million units, compared with a likely 1.1 million this year, and 1.3 million in 1955. The housing volume is expected to total \$12.7 billion, compared to 13.4 billion this year.

The F. W. Dodge Corp. predicts that construction contract awards next year will set a new record 6% above this year's total in the 37 Eastern states. Because of rising construction costs, Dodge said that physical volume would not rise as rapidly as dollar volume.

For residential building, the Dodge forecast indicates "a small increase in new non-farm dwelling units from an estimated 1.1 million in the nation in 1956 to an estimated 1.25 million in 1957 — with no increase in total floor space, and a 6% increase in total dollar volume of residential contracts. Thus there is an indicated expectation of a slightly reduced average size and slightly increased average cost of dwelling units."

Such diverse material manufacturers as the perlite industry and maple flooring producers foresee another big sales year, to supply the needs of all types of construction.

## Sales Slow Down at Retail, Wholesale Levels

Building material sales continued to slow down at both levels during September, according to U. S. Department of Commerce reports. Retail sales of lumber and building materials were 3% less in September '56 than a year before, as national retail sales altogether dropped 1%. Building material and lumber sales for the nine-month period matched the national retail sales pace of 3% ahead of nine months last year.

Retail lumber sales were off even more sharply, according to the NRLDA monthly survey. September sales were 15.4% below a year be-

fore, with only the New England states showing sales ahead of '55. Retail lumber stocks were down—5.7% below a year before, and 6.5% below December '50.

Although sales of all merchant wholesalers in the nation for the first nine months this year were 8% greater than for that portion of '55, sales by lumber and construction materials wholesalers merely equalled '55 levels. September sales were 18% under the September '55 total.

Wholesale prices of lumber and wood products were 1.3% below September and 2.7% less than October '55.

## Federal Agency Calls Back Lumber Proposal

The proposed revision of size-standards in the American Lumber Standards for Softwood Lumber, which was submitted to the industry in August for comment on approval, has been withdrawn for reconsideration by the U. S. Department of Commerce's Commodity Standards Division.

The revision, proposed by the American Lumber Standards Committee, would have established  $\frac{3}{4}$  inch as the minimum dressed thickness for all 1-inch items now required to be 25/32 inch with customary 1/32-inch differential maintained for patterned items including siding, and make other size changes.

The ALS committee will now give careful consideration to the comments of producers, distributors, users, and others. In some cases detailed replies will be made to the writers. Where valid objections are found the proposal will be reconsidered in the light of such objections, the Commodity Standards Division spokesman explained.

## Soft Lumber Market Depresses Prices More

With winter weather setting in and new construction not up to the usual seasonal level, the lumber market last month reflected softer prices and more selective dealer buying.

For the two weeks ending November 15, Crow's Lumber Price Index showed a 25-cent decline in average industry prices on West Coast species. WPA select and shop grades dropped 36 cents. The net change

for 12 months was reported by Crow at \$4.93 per 1,000 feet for the industry average.

The National Lumber Trade Barometer for the week ended November 10 showed shipments 4.9% below production, and new orders 11.6% less than output.

The National Lumber Barometer showed shipments for the year to date 1.7% below production, and new orders 2.9% below output.

BLS preliminary estimate of new non-farm housing starts for October was 93,000 units. This was 12,800 units less than in October '55. Starts for the 10 months totaled 972,400 — or 191,100 less than for 10 months last year. On a seasonally adjusted basis, starts were at the rate of 1,050,000 units annually.

## ICC Holds Hearings on Freight, Demurrage Hikes

Hearings by the Interstate Commerce Commission on increases in demurrage charges and in freight rates that have been requested by the nation's railroads are currently being held. The carriers claim rising wage rates and other expenses make rate increases necessary, particularly to help finance the purchase of needed new freight cars.

Open hearings for all interested parties will be held by ICC Examiner W. W. Peck at the Baker Hotel in Dallas, Tex., December 6-7, following hearings in Washington, D. C., and Atlanta, Ga. Other hearings are scheduled December 10-12 in San Francisco and January 8-11 in Highland Park, Ill.

Hearings on the motion of the Eastern and Western railroads' motion for a 7% interim increase in freight rates, before the motion for 15% increase is acted upon, were held in Kansas City December 3. Hearings on the Southern railroad's request for 7% interim increase are set for December 12 in ICC's offices in Washington, D. C.

Verified statements of shippers and others in opposition to the proposed 15% increase are to be filed on December 24. Hearings will be held in Washington, D. C., on January 24, and in Salt Lake City on February 24 for cross-examination of persons filing verified statements of opposition.

The freight increases on lumber in both cases will be limited to 6 cents per 100 pounds for the interim increase, and 12 cents for the permanent increase.

# TOP NEWS

**For Dealers, Wholesalers and Manufacturers**



## International Paper Buys Long-Bell Firms

Complete merger of the Long-Bell Lumber Co. and the Long-Bell Lumber Corp. into the International Paper Co. was announced jointly on November 15 by J. D. Leland and John H. Hinman. Leland was president of both Long-Bell firms and Hinman is chairman of the board of the International Paper Co.

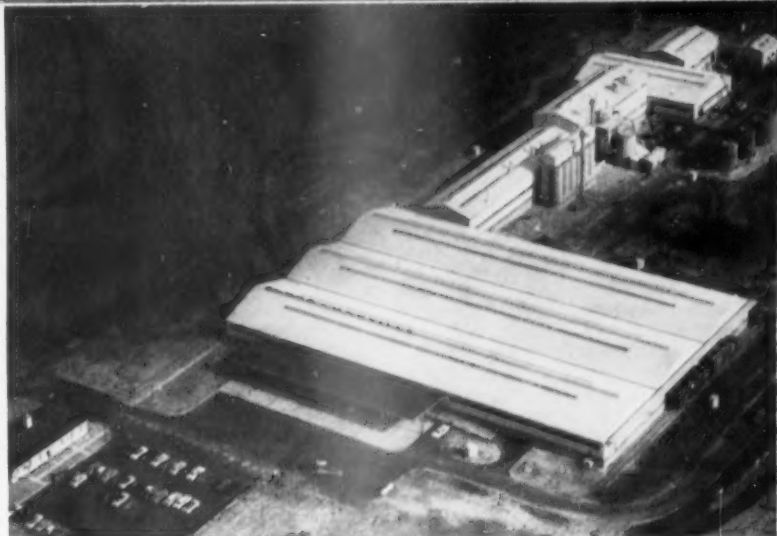
Included in the merger were all properties of the Long-Bell organization, which for many years have been a major producer and merchandiser of lumber and plywood. All Long-Bell operations — woodlands, sawmills, and plywood plants, mostly in the Pacific Northwest, and retail building material stores and jobbing houses across the nation — will be continued as the Long-Bell Division of the International Paper Co.

Leland has been elected a vice-president of the International Paper Co. He will be in charge of the Northwest operations with headquarters at Longview, Wash.

R. A. L. Ellis will head up the Long-Bell retail division and Southern plants as a new vice-president and director of the International Paper Co., with headquarters at Kansas City, Mo. He was vice-president of the Long-Bell companies.

**E. H. Houston** and **Richard E. Wallace** will continue to function as general sales manager and manager of lumber sales, respectively, for the Long-Bell Division.

Said Executive Leland: "Long-Bell moves into a new future with the same fine staff of manufacturing and sales personnel to serve our many friends in the trade."



## Johns-Manville Makes Roofing in Georgia

THE JOHNS-MANVILLE Corporation on November 20 began manufacturing asphalt shingles and roll roofing in a new multi-million-dollar plant in Georgia that was especially located one mile north of Savannah on a 58-acre tract.

The photo above is an aerial view of the new J-M plant. Its three main buildings provide 100,000 square feet of floor space for manufacturing asphalt roofing and for storing full lines of Johns-Manville asbestos-cement and asphalt building products. The plant is so designed that production can be tripled when further expansion becomes justified.

This 26th J-M plant or mine location in the U. S. and Canada was described by President A. R. Fisher and Harold R. Berlin, general manager of the Building Products Division,

as "the most modern in the industry."

The top picture shows the truck loading dock. It is completely sheltered by a sprinklered, cantilevered canopy. It has 13 high-low, self-leveling dock boards and two truck wells for side loading of flat-bed trucks to expedite shipments.

Scott Candler, secretary of commerce for the State of Georgia, and L. C. McClurkin, board chairman of the Savannah District Authority, welcomed Johns-Manville as a substantial new industrial citizen.

Production started with about 100 employees and a \$500,000 annual payroll. The plant is highly automatic and has important built-in safety features. Materials are moved by fork-lift trucks and conveyors. John G. Trontell is plant manager.

## ATLANTIC STEEL'S NEW BAR AND ROD MILL



The Atlantic Steel Co.'s new \$8.5-million merchant bar and rod mill was placed in operation on November 13 in Atlanta, Ga. Seen from the air in this photo, the building is 740 feet long and 100 feet wide. Designed to be one of the fastest combination mills in the world, the Atlantic Steel plant has a speed of 5,000 feet per minute on No. 5 rods—and a production rate of 80 to 90 tons per hour on merchant products. It will produce steel rods, rounds, flats, angles, channels, and light sections of various size.

### Reynolds Sets Up Architecture Award

In memory of the late Richard Samuel Reynolds, founder of the firm, the Reynolds Metals Co. has established a \$25,000 annual award for distinction in architecture.

Announced at a dinner meeting in New York City on November 12—and beamed to some 5,000 Reynolds guests at dinner meetings in 15 other U. S. cities by closed-circuit telecast, the award will be made annually "to an architect who, in the judgment of his profession, has made a most significant contribution to the use of aluminum, aesthetically or structurally, in the building field."

On the same program, Reynolds officials announced the publication of a monumental, pioneering two-volume work entitled "Aluminum in Modern Architecture." The authors, John Peter and Paul Weidlinger, briefly explained the scope of the research and its significance to the aluminum and architectural fields.

### Kaiser Gypsum Buys Fir-Tex Board Company

In a multi-million-dollar transaction, the Kaiser Gypsum Co., Inc., has purchased the physical assets of Fir-Tex Insulating Board, Inc. These include the main Fir-Tex plant at St. Helens, Ore., 16,000 acres of Washington and Oregon timberland, and Western Insulated Products, Inc.,

a Fir-Tex subsidiary.

Claude K. Harper, vice-president and general manager of the Kaiser Gypsum Co., said Fir-Tex would become the Insulating Board Division of that firm, and the full line of Fir-Tex products will continue to be distributed nationally.

Wallace A. March is vice-president and general manager of the Permanente Cement Co., of which Kaiser Gypsum is a wholly-owned subsidiary.

### Bondurant President of Southern Woodwork Assn.

John P. Bondurant, president of the Athens Lumber Co. in that Georgia city, was elected president of the Southern Woodwork Assn. at that special-millwork body's annual meeting in Jacksonville, Fla., last month.

The state vice-presidents include H. H. McPhillips Sr., Ala.; C. L. Minter, Va.; R. E. Taylor, Miss.; R. H. Whitten, Tenn., and R. E. Yarbrough, N. C.

Ralph Harrison of the C. E. Chilton Millwork and Lumber Co., Nashville, Tenn., was appointed chairman of a committee to revise SWA's architectural detail and specification kit. Other members are Manning McPhillips Jr. of Mobile, Ala., and W. L. Allison Jr. of Statesville, N. C.

### Drouth-Proof Pine Trees

The Texas Forest Service has announced a new variety of pine

tree which has thrived during drouth years and it may mean that up to 2,000,000 acres of Texas land can be reclaimed for lumber production.

The service said some individual trees planted at six test areas in Texas and one in Louisiana are 13 to 14 feet tall. "Most of the drouth-resistant selections are 10 feet tall after four very dry years, which would be considered good growth for most types of pine under normal conditions."

The drouth-resistant trees thrived during "one of the most devastating drouths in the history of the region. They show promise of becoming one of the most important boosts to Texas' forest industry in many decades," the Forest Service said.

### M and M, Simpson Plants Integrated

The Oregon plywood and door plants of the former M and M Wood Working Co. on November 1 were integrated with facilities of the Simpson Logging Company of Shelton, Wash.

Simpson purchased the 38-year-old Oregon company last August, and has now combined production and sales of its plants in Shelton and McClary, Wash., and in Portland, Albany, Lyons and Idanha, Ore., into a single division. It is headed by Hal W. McClary of Shelton, plywood and door manager.

Sales headquarters for the enlarged Simpson organization have been established in the former M and M offices at 2301 North Columbia Boulevard in Portland. Harold Johns, Simpson plywood and door sales manager, has transferred to the Portland sales office from Shelton headquarters.

Prior to merging, Simpson sold plywood and doors through five regional offices, and M and M maintained six national offices. McClary announced the company's sales henceforth will be conducted in 10 cities.

Locations and regional managers include J. A. Werle, Seattle; Ross Hughes, Portland; George Melville, Los Angeles; Lou Buren, Denver; Ray E. Lavelle, Minneapolis and Chicago; Robert H. Fletcher, Dallas; Barney Gallagher, Memphis; Don McNeill, Cleveland; and C. L. Emery, New York City.

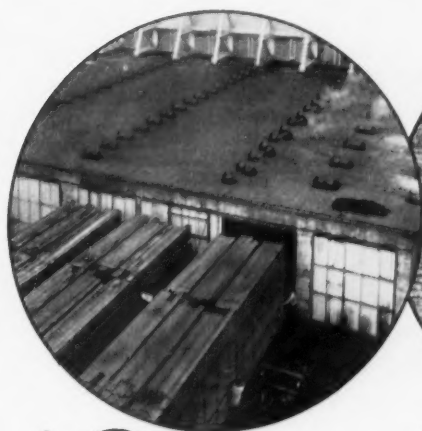
The Portland central sales staff will include Bill McConnell, assistant plywood sales manager; Al Buchheit, assistant door sales manager; and Kenneth Wallace, sales-production coordinator.

Shelton will continue to be Simpson Logging Company's general office and headquarters for lumber, insulating board, and acoustical product sales.

# WHY SETTLE FOR LESS?

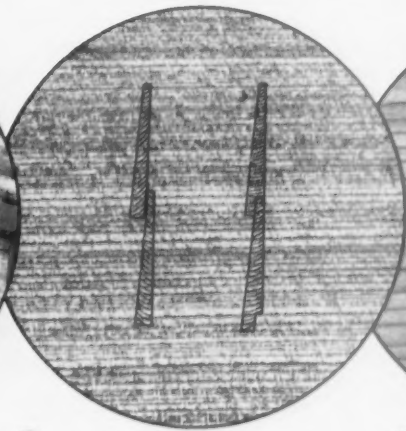
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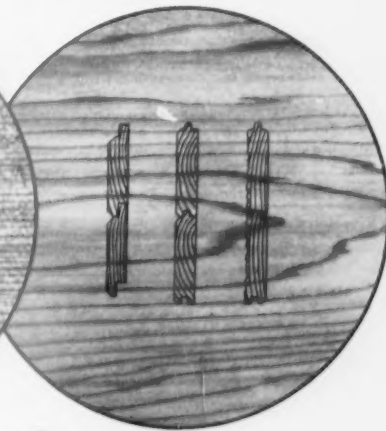
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## MOVING UP in the industry

**Fleet of America Sales Corp. . . .** ROBERT M. JAMES JR. has been appointed general sales manager of this firm which manufactures Fleet-lite aluminum double windows, sliding glass doors, and jalousies. He has served as Buffalo, N. Y., district sales manager and most recently Commercial Division sales manager.

**Tarter, Webster and Johnson, Inc. . . .** ATLE EVJE has been named manager of this company's new plywood sales division. The green veneer plant under construction at Hayfork, Calif., will be in operation early in 1957. It will turn out over 12,000,000,000 feet annually. In addition to handling the output of the new plant, Evje will be active in the procurement of West Coast plywood for Tarter, Webster and Johnson customers throughout the United States.

**Resolite Corp. . . .** New executive vice-president of this structural plastic panel manufacturing firm is KENNETH H. BEER. With Resolite for five years, he was active in development of its Fire-Snuf panel.

**Federal Housing Administration . . .** LOUIS J. FELLEZ JR. has been named assistant to the FHA commissioner, Norman P. Mason, in Washington, D. C. Formerly Fellez was director of the mortgage insurance division.

**Masonite Corp. . . .** ROGER M. CLEVELAND has been appointed assistant manager of the agricultural department. He had been a farm building contractor for the past two years and previously was a sales engineer with the Reynolds Metals Co. He has a master's degree in agricultural engineering from Iowa State College.

**Miami Window Corp. . . .** New president of this Florida firm is SIDNEY G. KUSWORM, who also continues his previous duties as general manager. The firm developed the WonderWall curtain wall under Kusworm's direction.

**Quaker State Metals Co. . . .** This Lancaster, Pa., producer of aluminum mill and building products has created a new post, director of research and development, which has been filled by JOHN ZITTLE. In charge of new product design and market exploration, he will serve as technical liaison between marketing and factory for market application and research. Zittle joined Quaker State's promotion department in 1954.

**Yale and Towne Manufacturing Co. . . .** ALBERT VOS is new Southwestern regional manager for the lock and hardware division. He joined Yale and Towne in 1935.

**E. L. Bruce Co. . . .** The marketing



## PC CARAVAN BRINGS NEWEST PRODUCTS SOUTH

THE GREATEST ARRAY of building materials and equipment for residential construction ever to be carried for exhibition to homebuilders, architects, and dealers throughout the nation is now on a tour of major Southern cities in the show-piece van of aluminum and stainless steel seen above. It is the Home Building Caravan of the Producers Council. It includes 30 booths that display the products of 28 companies and associations.

The showings are sponsored by local chapters of Producers Council — national organization of building products manufacturers and associations — in the ballrooms and exhibition halls of leading hotels.

Although the exhibits are of the same design and dimension, they vary greatly in telling product stories and presenting homebuilding and equipping ideas through the use of samples, models, cutaways, translites, and pictures. The caravan will cost some \$180,000 to build, transport, and exhibit in 38 cities.

The caravan was scheduled to "open eyes" of the homebuilding industry at the Dinkler-Plaza Hotel in Atlanta on December 5; at the Dinkler-Tutwiler Hotel in Birmingham on December 10, and at the

Chisca Hotel in Memphis on December 13.

Exhibition dates for Southwestern cities are: St. Louis, Feb. 1, Coronado Hotel; Kansas City, Feb. 6, President Hotel; Little Rock, Feb. 11, Marion Hotel; Houston, Feb. 15, Shamrock-Hilton Hotel; San Antonio, Feb. 19, Hilton Hotel; and Dallas, Feb. 22, Statler-Hilton Hotel.

Associations that have exhibits in the PC caravan are the Edison Electric Institute, Indiana Limestone Institute, and the Structural Clay Products Institute.

The manufacturers exhibiting in the traveling building products show are American Radiator and Standard Sanitary Corp., Armstrong Cork Co., Arcadia Metal Products, Philip Carey Mfg. Co., Celotex Corp., Congoleum-Nairn, Inc., Crane Co., Dow Chemical Co., Michael Flynn Mfg. Co., B. F. Goodrich Co., Johns-Manville Sales Corp., Kentile, Inc., Ludman Corp., Masonite Corp., Mosaic Tile Co., Overhead Door Co.

Also the Owens-Corning Fiberglass Corp., Pittsburgh Plate Glass Co., Truscon Steel Division of Republic Steel Corp., Reynolds Metal Co., Rol-screen Co., Sargent and Co., Simpson Logging Co., U. S. Plywood Corp., and Uvalde Rock Asphalt Co.

manager of this hardwood flooring manufacturing firm, HARVEY CREECH, has been elected to the board of directors. Creech joined Bruce in 1936 and served as advertising director before becoming marketing manager in 1954.

**Wallace Manufacturing Co. . . .** New Southeastern sales manager for this producer of prefinished hardboard panels and fiber-glass reinforced plastic panels is H. DePAUL DARRALL. He sells Wallace products in nine states from Washington, D. C., to Louisiana. He formerly was with the Barclay Manufacturing Co., and built houses before that.

## Home Improvement Show

The first annual Home Improvement Products Show will be held February 4-6 at the Hotel Statler in New York City, with the National Combination Storm Window and Door Institute, Inc., as sponsors.

First trade show of its kind in the industry, the HIPShow is open to all manufacturers of products sold by home improvement specialty dealers—and allied fields. Approximately 125 manufacturers of building specialties are expected to display their wares in the Statler's two spacious roof-top ballrooms.

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## Hoo-Hoo Supreme 9 Adopt Project Plan

A 10-year national youth educational program, to be implemented through local Hoo-Hoo Clubs, was adopted by the Supreme Nine of the International Concatenated Order of Hoo-Hoo at the annual meeting in Milwaukee, Wis., October 12-13.

The following resolution contains the basic idea of the master program:

"Recognizing the great need of a unifying, praiseworthy, newsworthy international project and further recognizing the growth and increasing influence of Hoo-Hoo, be it resolved that the International project of Hoo-Hoo will be a youth program directed toward the utilization of lumber and forest products, building youth and promoting citizenship; and be it further resolved that this program be implemented on a local basis by individual clubs."

The master program will be developed by the national office, so it will unify and bring the various projects of local clubs of this lumbermen's fraternity under one direction. It will include the establishment of woodwork shops with machinery and manpower financed or furnished by local clubs. It may include co-operation with regular organized boys' groups, such as Junior Forest Wardens, Boys Clubs, and Junior Achievement, but without loss of Hoo-Hoo identity.

The Supreme Nine voted a special reinstatement drive for delinquent members from January 9 through February 9. Clubs will be given a double refund — \$2.00 instead of \$1.00 — for each reactivated Cat.

Sites for future Hoo-Hoo international conventions were approved as follows: 1957, Atlanta, Ga.; 1958, Las Vegas, Nev.; 1959, Duluth, Minn.; and in 1960, Seattle, Wash.

Members of the 1956-57 Supreme Nine and officers of the International Concatenated Order of Hoo-Hoo are shown in their "family portrait." It was made at the organizational meeting in Milwaukee, Wis., Hoo-Hoo headquarters, October 13.

Seated, from left, are Amarillo's Charles H. Greef, 48435, supreme hojum from Jurisdiction VII; Grover Perdew of Hartford, Conn., 37569, supreme Hoo-Hoo from Jur. I; Edwin Fischer of Milwaukee, 41901, corporation treasurer; Clifford H. Schorling of Kansas City, Mo., 45533, snark of the universe; Ben F. Springer of Milwaukee, 34265, secretary; and C. R. Ashton of Royal Oak, Mich., 53424, supreme junior Hoo-Hoo from Jur. II.

Standing, left to right, are E. J. Gottschalk of Duluth, Minn., 32984, supreme scrivener from Jur. VIII; Robert E. Gallagher of Albuquerque, N. M., 52499, supreme gurdon from Jur. VI; R. W. Scott of Vancouver, British Columbia, 56256, supreme arcanoper from Jur. V; Ernie L. Wales of Spokane, Wash., 45412, supreme custocatian from Jur. III; John T. Silk of Memphis, Tenn., 53667, supreme jabberwock from Jur. IV; S. Eugene Madden of Plains, Va., 45056, supreme senior Hoo-Hoo from Jur. IX; and Harold R. Wenninger of Milwaukee, 64672, assistant secretary and associate editor of *Hoo-Hoo Log and Tally*.

## HOO-HOO Activities

**TEXAS:** Alert lumbermen reorganized the **Fort Worth Hoo-Hoo Club No. 36** at a November 5 meeting. Leaders included Harold Schweiss, Ned Markey, and Bill Graham. New officers will be elected at a December 7 dinner meeting. The nominating committee includes Schweiss, Andy Anderson, and J. B. Schepelwich. The membership committee consists of Al Hart, Ed Kirsch, Dub Leatherwood, "Red" Cummins, and Tommy Coulson. . . . Dr. James P. Cornette, president of West Texas State College and former dean of Baylor University, inspired members of the **Panhandle Plains Club No. 8** at the dinner meeting on November 15.

**MARYLAND:** A large delegation of Washington Cats joined members of **Hoo-Hoo Club of Maryland, No. 100**, at their November 26 dinner

concat at the Park Plaza Hotel. Gene Madden, Supreme Niner for Jurisdiction IX, was visiting officer. The Baltimore Cats will hold their annual Christmas dinner party at the Park Plaza on December 18. One admission requirement will be a toy costing from \$1.00 to \$1.50, to be turned over to a Children's Hospital.

**DISTRICT OF COLUMBIA:** Howard Bailey, assistant managing editor of the *Washington Evening Star*, addressed **Washington Hoo-Hoo Club No. 99** on November 21.

**GEORGIA:** Ben F. Springer of Milwaukee, International Hoo-Hoo secretary, challenged Peach State lumbermen with their opportunities in the fraternity at a dinner meeting of the **Atlanta Hoo-Hoo Club No. 1** on November 19. That noon he met with the Atlanta directors to help develop the organization and program for the International Hoo-Hoo convention that will be held in Atlanta next September. . . . **Savannah Hoo-Hoo** and their ladies enjoyed a dinner dance at the Hotel DeSoto on November 20.

# NOW...

## Jalousies and awning windows...



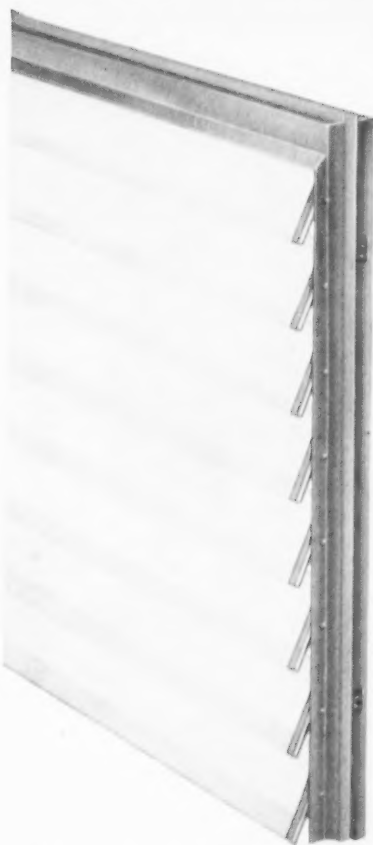
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# RANDOM LENGTHS

## Comment on Industry News and Trends

**WANT TO DO BUSINESS** with 10.5 million families? According to John R. Doscher, executive director of *Operation Home Improvement*, "that's how many will finish paying off automobile loans in 1957 — and there's \$80 average monthly payment at stake. These people are used to buying on time. They like to. So it's between you and the new car dealer to go after that \$80 a month.

"Here's your chance, for that car payment of \$80 a month is four times the repayment for an average FHA Title I loan. Certainly that new car isn't four times more important than an improved home. But homeowners prove that they want to be sold. The business is there if you'll go get it."

A fabulous little character, Oscar OHI, has been created and adopted to hold the 1957 OHI seal featuring the "Better Your Living" theme.



Oscar OHI will appear in the ads of cooperating advertisers, in national magazine and newspaper publicity, and on all new OHI promotion materials. The new OHI advertising and display kits are available now for \$10. Order yours from *Operation Home Improvement*, 10 Rockefeller Plaza, New York 20, N. Y.

**"THE IMPRESSION A CUSTOMER GETS** from a salesperson is the impression which that customer has of the whole enterprise." So declares Donald F. Mulvihill, University of Alabama marketing professor, at the beginning of the "Small Marketers Aid" he prepared for publication by the Small Business Administration of the Federal government, under the title of "Improving Personal Selling in Small Business."

"Moreover," Mulvihill continues, "the attitude and actions of a salesperson can easily cancel the previous promotional efforts which led to the customer's visit. It is essential, therefore, that the customers be treated in a way which results in purchases suited to their wants.

"If you look closely at your own business, chances are you will find evidence that some improvement could be made in personal selling. You will probably find, also, that it is largely up to you to provide the impetus for that improvement.

"... Very often businessmen wish they knew more about what it takes to improve the quality of personal selling. One place to start in getting

this knowledge is to take a look at the basic ingredients involved." Then, this marketing professor simply details these ingredients: customer-centered attitude, basic personal-selling skills, and an administrative climate to encourage improvement.

This SBS bulletin and several others are free to small business operators who ask for them at the local office or direct from: Small Business Administration, Washington 25, D. C.

**THE PRESENT LAW** on Federal tax liens has caused a great deal of confusion and resulted in many inequities never intended by the Congress, John H. Else, legislative counsel for the National Retail Lumber Dealers Association, pointed out in a recent letter to Senator Harry F. Byrd, chairman of the Joint Committee on Internal Revenue Taxation.

The Federal law now provides: "(a) Invalidity of Lien Without Notice — except as otherwise provided in sub-section (c), the lien imposed by Section 6321 shall not be valid as against any mortgagee, pledgee, purchaser, or judgment creditor until notice thereof has been filed by the Secretary or his delegate. . . ."

"You will note that holders of mechanic's and materialmen's liens are not included in the above law," Else pointed out to the taxation committee chairman. "Thousands of lumber and building material dealers, mechanics, and others are daily furnishing material or labor for construction or home improvements which enhance the value of the property. Under the present Federal law, the tax lien attaches to property of the person owing the tax at the time the assessment is received in the Director's office.

"... Under the present law, a dealer may furnish materials to enhance the value of the property and later find that the property is sold to satisfy the tax lien, which bars the dealer from recovery for the cost of the improvements. In this way the government is being enriched by the enhancement of the value of the property at the expense of the dealer.

"We believe that this inequitable situation should be corrected. . . . Therefore, we respectfully urge the Joint Committee on Internal Revenue Taxation to consider an amendment which would provide that a Federal tax lien would not be valid as against the holder of a materialman's or mechanic's lien unless notice of such tax lien is filed as presently required for mortgagees, pledgees, purchasers, and judgment creditors."



**"EVERYTHING HINGES ON HAGER!"\***

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.  
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience





Contractor: Arthur Doran, Moylan, Pa. Photographer: Cortlandt V. D. Hubbard. Windows: Lupton Residential Casements.

## Lupton Metal Windows—Today's Best Value

When you handle the Lupton Window line you offer one of today's best values. Their sturdy *metal* construction assures freedom from warping, swelling, shrinking and rotting. Their trim lines are an asset to any building. A wide range of types and sizes helps you fill any order. By combining fixed and ventilating units, you can offer your builder customers a wide range of design possibilities. Example: The attractive bay, illustrated above, was assembled from two standard casements and a standard picture unit. With casements available in steel or aluminum; aluminum double-hung, ranch and jalousie windows; aluminum sliding doors and projected windows, you sell a *full* line when you sell Lupton. Contact your nearest distributor for sizes and prices.

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Washington 11:  
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Jacksonville: Aichel Steel and Supply Co.  
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### GEORGIA

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Erlanger: Tate Builders Supply Co., Inc.  
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Louisville: John W. Bishop  
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### NORTH CAROLINA

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### SOUTH CAROLINA

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### TENNESSEE

Knoxville: Dealers Warehouse Corp.  
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4103 Nev Ave.

### TEXAS

Dallas: American Metal Window Co.  
P.O. Box 10173, 1205 Levee St.  
El Paso: Electrical & Mechanical Supply Co.  
P.O. Box 137, 2000 Texas Street  
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### VIRGINIA

Bristol: Central Warehouse Corp.  
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**LUPTON**  
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**METAL WINDOWS**

**Now—there's a  
*NEW*  
Johns-Manville  
Roofing Plant  
near you in...  
*SAVANNAH!***



**Faster service to you with complete line of  
Savannah-produced J-M Asphalt Roofing—and  
warehouse stocks of J-M asbestos building materials**

Important news! To insure faster delivery and even finer service for its dealers, Johns-Manville has just completed the newest, most modern roofing plant in the South. Located at Savannah, Ga., it will produce J-M quality asphalt shingles in all styles and colors including J-M Seal-O-Matic Shingles, the fastest growing, most popular asphalt shingle on the market. J-M Roll Roofings, in weights and styles to meet your needs, will also be produced—all to the same high stand-

ards maintained at other J-M factories in the United States and Canada.

In our Savannah warehouse, complete stocks of J-M Colorbestos® Shingles and Asbestos Flexboard as well as J-M Roof Coatings and Putties will give you the benefit of mixed shipments of asphalt and asbestos building materials.

To learn what this new J-M plant can mean to your business, contact your Johns-Manville representative or write Johns-Manville, Box 111, New York 16, N. Y.



Architect's rendering of new Johns-Manville Roofing Plant in Savannah, Ga.

★ Savannah

Famous  
Seal-O-Matic®  
Shingles will be made  
at Savannah, too!

**HERE'S THE SECRET:**

- a stripe of special Seal-O-Matic adhesive is factory applied to the underside of each shingle.
- the sun's heat seals the tabs down automatically.

Map © The H. M. Goush Company

**Johns-Manville**





## METALANE

### WHAT IT IS...WHAT IT DOES

**Monarch Weatherstrip rolled from remarkable Metalane® has unsurpassed resistance to corrosion, wear and atmospheric attack**

For more than 20 years Metalane®, a pioneer development by Monarch, has proved its superiority and permanence in millions of installations in every locale and climate.

The alloyed aluminum, from which Metalane is made, is produced to Monarch's critical specifications for strength, resiliency, formability and hardness. When delivered to Monarch and inspected, it is then cleaned and etched to achieve its distinctive silvery color. Next step is anodizing in an electrolysis of diluted sulphuric acid to give it an anodic oxide coating. After rinsing and drying, the trillions of sub-microscopic pores in the aluminum oxide surface are then permanently sealed with a lubricant.

This costly method, similar to Alumilite finishing, but supplemented by several Monarch exclusive processes, results in the exceptional durability, serviceability and beauty for which Metalane is famous.

The hard, smooth, impervious surface of Metalane weatherstrip provides the ultimate in resistance to climatic corrosion®, abrasion and wear®, discoloration and stains. Its clear, lustrous metallic finish stays bright and beautiful®, won't roughen or collect dirt®, and in normal usage will protect during the entire life of any windows and doors on which it is installed.

Insist that the window and door units you sell or buy are equipped with Monarch Metalane Weatherstrip. Although costing no more, it far exceeds any other weatherstrip in efficiency, permanence and value.

① "Anodic Coatings On Aluminum" by F. Keller and J. Edwards, Aluminum Research Laboratories, New Kensington Pa. Iron Age, Nov., 1946.

② "Finishes For Alcoa Aluminum," Aluminum Company of America, 1955.

③ "Finishes For Aluminum" by R. V. Vandenberg. Machine Design, Oct., 1953.

**MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.**



Weldwood Panel Parade display at Morgan Company Home Building Center, Retail Division of Morgan Co., 520 Oregon St., Oshkosh, Wisc. Notice the attractive way 67 paneling products are displayed in large sizes.

## With this display, the Morgan Retail Division sold 93 pieces of Weldwood paneling in less than 1 month

Things are busting out in Oshkosh, Wisconsin! And it's the Weldwood Panel Parade that's doing it!

In less than one month from the time it was installed, the Retail Division of the Morgan Company has sold:

- 30 pieces of 4' x 8' x  $\frac{5}{16}$ " Surfwood® Paneling
- 63 pieces of 4' x 8' x  $\frac{5}{16}$ " Samara® Paneling

*In dollars and cents—that's almost \$800 in sales!*

And the Morgan Company is making sure of sales by carrying a good stock of Weldwood Paneling—Philippine Mahogany, oak, Weldtex® and other popular types and species. A nearby United States Plywood warehouse insures

speedy delivery on orders for any paneling not in stock.

So, if you are one of the dealers caught in the squeeze of rising costs and falling profits, look into the Weldwood Panel Parade. It's the display that will help you sell the most widely advertised wood paneling line in the industry. Send the coupon now. Or, better yet, get your Weldwood representative on the phone. But act, *now!*



# Weldwood® PANELING

*A product of*

**UNITED STATES PLYWOOD CORPORATION**

*Weldwood—The Best Known Name in Plywood*

**United States Plywood Corporation**  
55 West 44th Street, New York 36, N. Y.

585 12 56

Rush me full details of the Weldwood Panel Parade Display Plan. ☐ Please have representative call.

Name

Company

Address

City  State

# VENT-A-WALL WINDOW UNITS ARE...

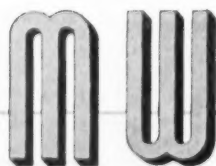
## ***EASY TO SELL!***



Vent-A-Wall window units more than measure up to modern tastes, and modern living standards. They are wanted window units in every sense of the word; wanted for their versatility, their quality, their eye-catching design and suitability for multi-combination grouping; their re-

movable feature which saves breakage during construction and money and time for the builder and homeowner alike. Vent-A-Walls open a full 90° for complete ventilation and easy cleaning. These are only a few reasons, Mr. Merchandiser, why you should be one of our profit-making family now!

**Complete information will be  
gladly furnished on request.**

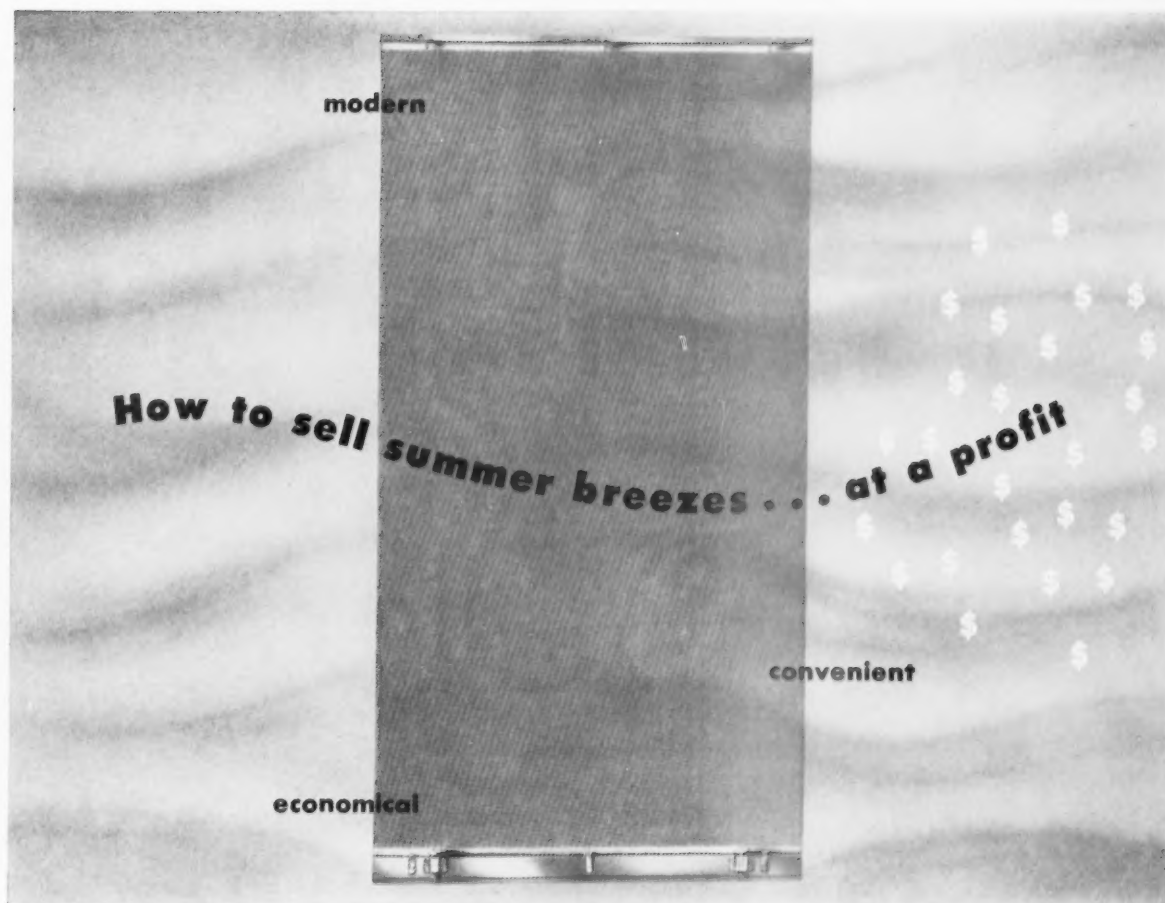


## *Distributors*

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Rocky Mount, Virginia

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## **K** **KEYSTONE** aluminum frameless tension screen

**Exclusive Keystone Features**—No other product has *all* the features which combine to make Keystone Tensions the up-to-date answer to modern screening for double hung windows:

- small, compact hardware—can't be seen from the street
- patented exclusive adjustable tension catch—you "dial" the proper screen tension
- exclusive floating sill bar—adjusts to snug fit on any sill slant
- sturdy Keystone Aluminum Insect Wire Screening—rust-proof, stain-proof, never needs painting

**Sales that Stay Sold**—With Keystone quality throughout, these aluminum frameless tension screens mean lasting, trouble-free service. No call backs or returns.

**Full Line of Sizes**—Keystone Tensions are made to fit all standard double hung windows and some sizes in between. Extra large sizes are available for outdoor enclosures and screened-in porches. Stock *all* the sizes you need—you have no storage problem with the small, compact cartons.

**If it's Sales You're After**—It's Keystone you want. Get the full story on these fast-moving Keystone Frameless Tension Screens. Write today to Keystone Wire Cloth Company, Hanover, Pa.

# **KEYSTONE**

**WIRE CLOTH COMPANY • HANOVER, PA.**

**Warehouses: Fostoria, Ohio • Brookhaven, Miss.**



*Merry Christmas*

AND A MIGHTY PROFITABLE \*

*New Year*

\* Watch this magazine for announcements of FRY'S spectacular Spring-1957 national advertising and merchandising—another big peak-of-the-season campaign designed to make more money for you!



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19 Roofing Plants Strategically Located  
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Brookville, Ind. • Jacksonville, Fla. • San Leandro, Cal. • Stroud, Okla. •  
Memphis, Tenn. • Robertson, Mo. • Waltham, Mass. • Fort Lauderdale, Fla.



## Almost twice the profit on heavy-duty **MASONITE®** **Peg-Board® panels**

*What are you going to use it for, Mister?"*

That simple little question, asked of every customer who buys Masonite Peg-Board panels, can mean a whopping big difference in your profits for this famous line.

Does your customer want it for his kitchen, closets or bedrooms—or other jobs where total or individual item weight isn't a serious factor? Okay, sell him 1/8" Masonite Peg-Board in Standard, Tempered Duolux®, Leatherwood, or 3/16" Tempered Duolux.

But if he says he wants Peg-Board for his garage or for storing tools in the basement, point out how much stronger 1/4" Peg-Board is, how much more weight it can support—in wheelbarrows, lawn mowers, bicycles, power tools and the like.

You'll make it easier for him to store heavy equipment. And you'll be increasing the amount of the order... and practically doubling the profit. Masonite Corporation, Dept. SBS-12, Box 777, Chicago 90, Ill.



© Masonite Corporation—manufacturer of quality panel products

This section of **CLAY PIPE**  
has just taken

*The 500-YEAR  
TORTURE  
TEST!*



SCIENTISTS at the N.C.P.M.I. research laboratories in California have been trying for years to find some worn-out Clay Pipe. They wanted just one worn-out length, so they could study it and determine how to make it better.

They looked everywhere. They dug up Clay Pipe that had been in service for 50, 100, and 150 years — but it was still in first-class condition. They wrote letters to all parts of the country, without success. Finally they decided to wear out a brand-new section in the lab.

Clay Pipe in service is often subjected to alkaline ground waters — so they boiled it in a concentrated solution of corrosive alkali. Then they soaked the same length in sulphuric acid for a week, to duplicate the corrosive effects of sewage gases. For good measure, they ran a stream of hydrochloric acid through it for another week. Then they half filled it with gravel, plugged up the ends, and put it in a machine that

shook it like a cocktail, to see what effect years of abrasion might have on the inner walls. They soaked it in successive solutions of hot detergent, sea water, and the 16 most common industrial wastes.

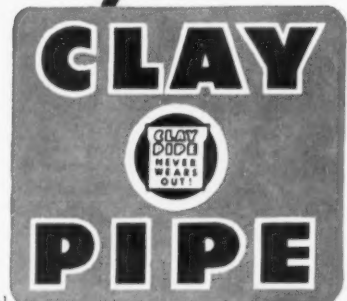
After the test — roughly equal to 500 years of sewerage torture — they checked its dimensions, absorption, and crushing strength. *It was still as strong and round, as hard and smooth, as the day it was made.*

In the lab or in the ground, Clay Pipe is the *only* pipe that never wears out. Insist on it when you want permanent sewerage protection.

**O C O N E E**  
**CLAY PRODUCTS COMPANY**

MILLEDGEVILLE, GEORGIA

**Vitrified**



C-1054-1



# Helpful Booklets FREE!

On this and the following pages is an excellent selection of literature on new Building Materials and Products. For free copies of the helpful booklets offered, just fill in and return the handy reply card below.

**J-1. INSULATING BOARD.** "How to Use Homasote" is the theme of a revised edition of the Homasote Handbook. The enlarged pocket-size booklet gives complete data on insulating building boards for sheathing, siding, roof decking, interior walls, and underlayment. Homasote Co., Dept. SBS, Trenton 3, N. J.

**J-2. V-GROOVING MACHINE AND PANELING.** The Hi-Grane Board Co., Dept. SBS, P. O. Box 7013, Fort Worth, Tex., offers a folder on its self-feeding plywood V-grooving machine, which enables dealers to prepare their own paneling, and a full-color folder showing Hi-Grane and Pli-Grane wood paneling. Hi-Grane is a pre-finished "etched" pine paneling, and Pli-Grane is "etched" Douglas fir plywood paneling.

**J-3. ALUMINUM DOOR, SCREENS.** National screen doors, window screens, and combination doors are described and pictured in catalog sheets. Complete specifications and general information on construction of these and related products are included. National Screen Co., Inc., Dept. SBS, Suffolk, Va.

**J-4. BATHROOM CABINETS.** A consumer folder is offered on Tiffany aluminum bathroom cabinets, showing models with swinging or sliding doors. Tiffany Manufacturing Co., Inc., Dept. SBS, 2744 N. W. 35th Street, Miami, Fla.

**J-5. ALUMINUM SHOWER DOORS.** The Modern Shower Door Manufacturers, Inc., Dept. SBS, 2415 N. W. 75th Street, Miami 47, Fla., offer an illustrated catalog folder showing the various types of glass enclosures made. These include models for recessed showers, corner showers, showers with several sides. Decorative doors also are pictured.

**G-1. ALUMINUM SCREEN.** Three Conwire products — Burns aluminum tension screens, full-frame screens, and screen cloth — are described in an envelope-size folder. Catalog sheet shows advantages of the aluminum frame unit. Consolidated Wire Products Co., Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

**G-4. WOOD AWNING WINDOW.** The Woodco E-Zee Loc wood awning window is presented in a catalog for dealers, architects, builders, and homeowners. A technical section shows various window layouts and design data. Photographs show typical installations. Woodco Corp., Dept. SBS, Box 31, North Bergen, N. J.

**F-1. ALUMINUM SCREENS, EXTRUSIONS.** Loxscreen catalog pictures and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easily screens are installed by mechanic or home-owner. Loxscreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

**F-2. GLASS DOORS, ENCLOSURES.** Two brochures cover Patio Magic aluminum glass sliding doors and Shower Magic bath enclosures. Both show attractive installations, list selling points, and give sketches of product details. Daryl Products Corp., Dept. SBS, 7240 Northeast 4th Avenue, Miami, Fla.

**E-1. FLUSH DOORS.** As a sign of quality, a permanent harmonizing wood plug with the "Mengel Man" symbol now marks the side of each Mengel flush door. A brochure and envelope-size folder are offered to point out this symbol and the quality it assures. The Mengel Co., Dept. SBS, Louisville 1, Ky.

**D-1. ASPHALT ROOFING, SIDING.** Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given for strip shingles in various shapes, individual shingles, asbestos-cement sidings, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

**D-2. DECORATIVE DOORS, WINDOWS.** Rimco Styldors — doors with panel designs for originality in painting — are described in a consumer folder and catalog sheet. Uni-Vent and Uni-View operating and fixed-light window units are shown in a folder and brochure, which also show various stacking combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

**D-4. ASBESTOS - CEMENT PRODUCTS.** Complete selection of brochures, folders, and envelope stuffers — several in full color — show Century No. 5 asbestos-cement roofing shingles; Apac all-purpose asbestos - cement board; Linabestos and Sheetflextos wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

**D-5. PANEL WINDOW BROCHURE** shows how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units and their simplified installation. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

**C-4. ASBESTOS SIDING, ASPHALT ROOF.** Two full-color consumer fold-

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information**

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Write in the code numbers of the **HELPFUL BOOKLETS** of which you want **FREE** copies—and also the code numbers of the **NEW PRODUCTS** on which you want more information. Fill in your name, position, firm, and address. Tear out and mail today!

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ATLANTA 8, GA.

## HELPFUL BOOKLETS FREE!

ers show Ruberoid color-grained Auto-claved asbestos siding and asbestos shake siding. Both show all colors available and list selling points. A third full-color folder shows colors of Ruberoid asphalt shingles with wind-proof "Lok-Tab" application. Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

**B-2. VITRIFIED CLAY PIPE.** Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. Pictures show how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

**B-3. PLASTIC STRUCTURAL PANELS.** Filon reinforced fiber-glass and nylon plastic panels, their uses, and application methods are described in a profusely illustrated folder for architects and builders. It suggests many uses. Consumer folders on "How to Build with Filon" and ideas for building patios also are offered. Filon Plastics Corp., Dept. SBS, 55 Marietta Street N. W., Atlanta 3, Ga.

**B-4. SHUTTER PANELS.** Catalog No. 156 shows sizes of panels and opening widths for Fit 'n' Finish shutters. These are used in windows, doors, and for interior decorations. Sam A. Wing Co., Inc., Dept. SBS, 5039 Willis Avenue, Dallas 6, Tex.

**B-5. PLASTIC COMPOUNDS.** Armstrong glazing, sealing, and caulking compounds and adhesives are shown in colorful catalog sheets. They explain superior qualities of these elastic, plastic compounds. Armstrong Co., Dept. SBS, 1001 East 103rd Street, Chicago 28, Ill.

**B-7. WINDOW CATALOG.** Hope's line of products for light construction is pictured in a 1956 catalog. It covers basement sash, casings, doors, inside-outside trim, installation details, picture windows, ranch-type windows, red-wood surrounds, residence casements, storm sash, and utility windows. Hope's Windows, Inc., Dept. SBS, Jamestown, N. Y.

**B-9. WESTERN PINE SOURCES, USES.** The 1956 Directory of Membership of the Western Pine Assn. lists by states some 375 member mills with their species handled and major products. Two full-color consumer

folders show attractive installations of pine paneling in homes. Western Pine Assn., Dept. SBS, Yeon Building, Portland, Ore.

**B-10. INSULATING GLASS.** Thermopane insulating glass catalog gives charts and other technical data on the insulating properties of this double and triple glass with hermetically sealed air space. It shows formulas for calculating fuel savings and savings in cooling loads, for both standard and heat-absorbing Thermopane. Separate pocket-size folder shows Thermopane sizes. Libbey-Owens-Ford Glass Co., Dept. SBS, Toledo 3, Ohio.

**B-13. INCINERATORS.** Donley incinerators for homes, apartments, institutions, commercial buildings, and industrial plants are shown in a new catalog. Complete technical data is given for each type. It covers fuel-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

**B-14. TENSION SCREENS.** New sales manual gives the dealer ammunition with which to sell screens. It outlines 22 reasons for using Tension-tite tension screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

**B-15. LUMBER PACKAGING.** "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet explaining methods and advantages of protecting lumber with paper for shipping, storage, and sales. It includes a section on packaging by the dealer, when lumber is received from a box-car. American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

**B-18. WALLBOARDS.** Literature is offered describing Plastergon's complete lines of laminated fiber wallboards, along with Lockaire Paintcote interior and Asphaltic sheathing insulating boards. Free samples offered. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

**B-19. PANEL WINDOW UNIT.** The Zuber Beanti-Vue panel window unit

is described in a two-color folder. Sketches show how this ponderosa pine toxic-treated unit can be used singly, in groups, ribbons, and stacks. The folder also gives sales advantages of Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

**B-20. PLYWOOD PANELING.** "Harbor Plywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure with photographs of installations of Harborite lapped siding, grooved panels, smooth panels, and Super Hardbord select cabinet panels. A consumer folder shows installations of Harborwave brushed plywood for paneling and cabinets. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

**B-23. PIPE INSTALLATION.** "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

**B-24. ASPHALT ROOFING MATERIALS.** Four-page catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.

**B-28. WINDOW SASH BALANCES.** Full catalog, which appears in *Sweet's Architectural File*, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

**B-33. MASONRY WALL REINFORCEMENT.** Bulletin shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

**B-34. PLASTIC-FINISHED PANELS.** Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Wood-panel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

FILL IN DATE OF ISSUE ..... 19 .....

Send me these FREE Catalogs and Bulletins . . .

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Company Name .....

Street .....

City ..... Zone ..... State .....



**Use This Handy Card**  
**NO POSTAGE REQUIRED**

Write in the code numbers of the HELPFUL BOOKLETS of which you want FREE copies—and also the code numbers of the NEW PRODUCTS on which you want more information. Fill in your name, position, firm, and address. Tear out and mail today!

**L-1. CEDAR-SHAKE PACKAGE.** Literature describes a handy package containing Shakertown Glumac shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on all outside walls. Perma Products Co., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

**B-26. CONCEALED SASH BALANCE.** The Hidaift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.

**B-35. LOCKSETS, HARDWARE.** "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

**B-37. EXTERIOR PLYWOOD.** "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

**B-39. METAL MOLDINGS.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions.

A price list is included. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

**B-43. FARM BOOK.** Sixteen-page book shows uses of Celotex products in service buildings and the home. Fully illustrated, it includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

**B-44. LAMINATED PANELS.** Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plankweld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., Dept. SBS, 55 West 44th St., N. Y. 36, N. Y.

**B-45. MORTAR CEMENT.** "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. Much helpful data for buyers of cement are offered, including ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

**F-3. AWNING WINDOW, JALOUSIES.** Catalog sheets tell advantages of Look aluminum awning windows and 4" louvered shutters. Windows come in both standard and modular sizes, assembled or KD, glazed or unglazed. Jalousies are completely weather-stripped. Dodge Window Corp., Dept. SBS, 249 Spring Street, S.W., Atlanta, Ga.

**L-1. WINDOW AND CASING.** Two consumer brochures describe the Altex Carolina aluminum vertical glide window unit and the Altex Alum-A-Wood combination aluminum and wood casing for flange-type windows. Specifications and detailed sketches show the advantages of both products. Altex Engineering Co., Dept. SBS, 120 Industrial Road, Summerville, S. C.

**C-1. ALUMINUM PRODUCTS.** Four consumer folders describe Wepeco all-aluminum adjustable window awnings; Triple-Track extruded combination double-hung windows; Duo-Dor aluminum combination storm-screen door, and the Duo-Dor's "Kangaroo" self-storing compartment that changes for summer or winter use. Weather-Proof Co., Dept. SBS, 1407 East 40th Street, Cleveland 3, Ohio.

**K-1. METAL LATH, ACCESSORIES.** Colorful catalog brochure pictures and describes metal lath types, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala. Tables show fire test data and sound transmission loss for the partitions.

**K-2. WINDOW, DOOR PRODUCTS.** Vulco aluminum screens and jalousies, Caseking screens, Superior storm sash, Ideal storm sash, Dura-Bilt screen doors, Dura-bilt combination storm doors, and hardware and tools are described in the "Versatile Vulco" catalog with removable sheets. Vulcan Metal Products, Inc., Dept. SBS, 2301 Sixth Avenue South, Birmingham, Ala.

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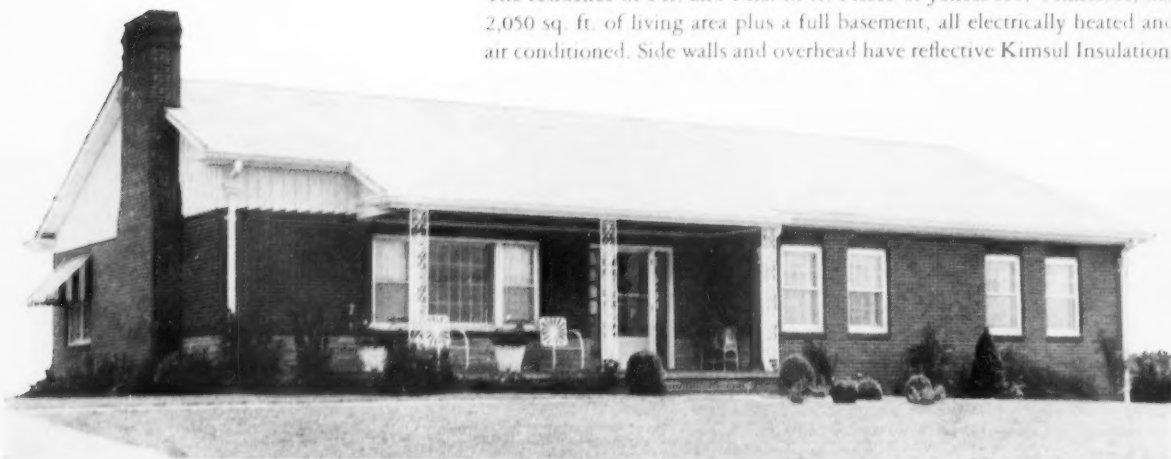
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## With Reflective Kimsul Insulation our electric service costs less!

The residence of Mr. and Mrs. E. R. Pierce of Jonesboro, Tennessee, has 2,050 sq. ft. of living area plus a full basement, all electrically heated and air conditioned. Side walls and overhead have reflective Kimsul Insulation.



**T**HE OWNERS of this modern residence enjoy the comfort of year-round controlled temperature with clean, electric heat in winter and air conditioning in summer. They make full use of the following *electric* appliances: stove, refrigerator, food freezer, mangle iron, television, dish-washer, an 84-gallon water heater, automatic washer, radio, and several other small appliances. Yet, with all these "electric servants," their utility bill is less than \$300.00 per year.

The Pierces well know the value of reflective Kimsul Insulation. Kimsul 660 in the side walls and Kimsul 880 in the overhead of this house has resulted in highly efficient heating performance. Other homes in the same area spend almost as much on heat alone as the Pierces do for heat *plus all their electrical services.*

Kimsul is winning architectural, builder, and owner acceptance everywhere. It combines *three* highly efficient heat loss and heat gain barriers, air space, reflective foil, and multiple layers of cellulose fibre, into *one* complete insulation.

In addition, Kimsul has plenty of do-it-yourself appeal. It is easy to measure, cut, and install. And it's compressed to save you storage space. The Kimsul line lets you offer premium quality insulation in *all* price categories and makes insulation a much more profitable item for you. Write today for price schedules. Consult the yellow pages in your phone book for Kimsul distributors in your area.

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Kimsul 660 "Economy"



Kimsul 880 "Special"



Kimsul 1000 "Super"



DECEMBER  
1956

**SOUTHERN  
BUILDING  
SUPPLIES**

## ***"We Find It Pays to Sell Contractors at a Job Discount"***

**By J. RAY JENKINS\***

✦ When selected and served right, a homebuilding contractor can be a building material dealer's most profitable repeat customer. So our experience proves after switching from a "no building" policy after World War II — to substantial building operations — and then gradually back during the past two years to minimum direct building and a maximum of sales cooperation and service to builders.

But, through it all, we know it is necessary and right to allow contractors a discount on their purchases from Jenkins-Essex, Inc., because they are "volume buyers" and expect some price advantage just as much as we, as dealers, do when we buy carloads or "large quantities" from manufacturer or jobber.

When we decided in January '55 to invest substantial money in a complete rebuilding of our store and warehouse building in downtown Elizabethtown, we purposely set out to gradually withdraw from the contracting field in which we had developed a \$300,000-a-year building volume. We aimed to redirect our efforts toward supplying and serving more local contractors.

At the same time, we planned greater service to the Do-It-Yourself trade and to further improve our position for "one-stop" service to builders and homebuyers. In this connection, so great had become

the demand for materials and supplies from personnel of the Fort Knox military establishments, we found it profitable in January '56 to open up a new branch store at nearby Radcliff, Ky.

In reducing our contracting business from \$300,000 a year in 1954 to less than \$200,000 in 1956, we solved the problem of retaining control over the sale of lumber and building supplies with a system of discounts to contractors.

Our firm makes a constant promotion through our new store, advertising, and salesmanship to gain the business of every prospective homebuyer in the Elizabethtown trading area. We furnish completely tailored plans and recommend a contractor. There is no charge for the plan service if the buyer selects a contractor who buys all materials from Jenkins-Essex. In this case, we allow the contractor a full discount of 10 per cent on the bill of goods.

If the contractor buys only part of his materials for a job from our firm, we allow him a smaller discount. This averages about 5 per cent on jobs for which we furnish only part of the lumber or other materials.

As a result of our assistance with the plans or thorough merchandising service, the customer often specifies and selects the materials from our stocks before signing up

\* Dealer Jenkins, seen at left, is president and son of a founder of the Jenkins-Essex Company, Inc., in Elizabethtown, Ky. He is past-president of the Kentucky Retail Lumber Dealers Assn. Below, Vice-President and General Manager C. E. Wetterer is seen taking an order from a builder, who gets a discount of 10 per cent on all materials he buys for construction.





with the contractor.

On the other hand, a contractor will work up a deal of his own and bring his customer into our store to see materials and get free planning assistance — with the knowledge that he will be protected on the house sale that results.

We didn't realize how much help modern displays and stocks of materials and building specialties could be until our store rebuilding and face-lifting was completed during the first half of 1955. For nearly six months we had to do business entirely from our warehouses and sheds. We had to schedule the interruptions carefully with both employees and patrons, but it all worked out fine and we held a grand opening of our enlarged, modern store on July 1. (See *CONTRACTOR SALES* page 78)

Framed with carrara glass, the huge plate-glass windows of the remodeled store of the Jenkins-Essex Company in Elizabethtown, Ky. (see cover), provide a full showcase view of the wide variety of merchandise on display inside, above.

The handsome stairway at right leads to firm's air-conditioned auditorium that is furnished free to local organizations. Many product displays make patrons of visitors.

Built-in displays include the model kitchen at left below. It shows custom-made kitchen cabinets in painted and natural wood finish.

Photo at right shows effective display of tools on Pegboard wall panels — and of paints and supplies on floor fixture with artful round end.



Vince Hanlon, general manger of the E. B. O'Brien Lumber Company in Camdenton, Mo., inspects some of the presents to be given to better customers by his firm this Christmas. A recent check showed that the better type of presents his firm gives are kept and used constantly. The Whelan Lumber Company, Topeka, Kan., whose big store is shown below, polled its contractor customers to learn that they prefer a gala party each year instead of presents.

## Party vs. Presents for Good Customers

*By L. H. Houck*

✦ Most lumber dealers like to express their appreciation to their best customers at Christmas for patronage throughout the rest of the year. And entertainment and gifts seem to be the most popular forms.

The Whelan Lumber Company in Topeka, Kansas, has found that its customers prefer the annual entertainment. The E. B. O'Brien Lumber Company in Camdenton, Missouri, finds that really good presents are appreciated for years and thus have a greater value.

According to Wayne Whelan, president of the Kansas firm, the Christmas party has always resulted in increased business, even

though no promotion is tied in with entertainment. "We send letters to our contractors in the fall, asking them to vote on whether they wish to have a party or to receive a present," Whelan explained. "The last three years the votes for a party have been unanimous. We personally favor such an event for many reasons."

Some of these reasons include the fact that the party always brings out some contractors who have not been seen around the yard for a long time. Since it is a stag party, it gives them a chance

to visit, yet they are not faced with any merchandising gimmick or promotion. No speeches are made — in fact, company personnel do not mention business unless they are approached by a contractor.

Each year the party has attracted nearly 100-per-cent attendance by contractors, whether classed strictly as Whelan customers. Attendance is by invitation. But the invitations are not taken up like tickets, so the party is "crashed" by a considerable number.

The party is usually held in a hotel, and last December attendance exceeded 300. It is an expensive affair for the company, since they "import" entertainment from New York and Chicago for the event.

The question of talent has assumed large proportions since the advent of television because the customers see such good entertainment on TV that they are not easily pleased by anything less than the best.

Last year Whelan used yard and store personnel as actors and put on a skit featuring things of interest in the personal lives of the contractors. This proved highly popular and some similar promotion will probably be tried again this year.

(See PARTY OR GIFT page 75)



# 'In Use' Product Displays Draw Contractor Sales

By RUEL McDANIEL

† The Good Land Lumber and Supply Company in Victoria, Texas, has a one-step store that attracts not only home-owners but also the leading local contractors, for this company is a creator of steady and profitable business for homebuilders.

The Good Land firm does more than supply everything to build and finish a home. It displays most of these materials and supplies "in use" within the store.

This method of display is the keystone upon which the company's merchandising program has been built, according to President William Maroney. The "in use" display idea extends all the way from the home-planning room to the model kitchen behind one of the Good Land display windows.

Selling the complete home starts in the planning room, where the customer may select a stock plan or have his plans drawn from his own ideas. On the wall are

samples of plywood handled by the company. These plywood samples are large enough to give a prospect a clear idea of the plywood's appearance "in use."

Other walls of the planning room are lined with cedar, walnut, pine, and redwood lumber paneling.

In use on the floor of this room are the various kinds of wood flooring handled by Good Land. All four grades of oak flooring are shown.

"This in-use display has helped us tremendously in selling better-quality oak flooring, particularly to women," Maroney declares. "The average woman doesn't know one grade of oak flooring from another. When we ask the customer what type of oak flooring she wants for her home, we then point to the four grades actually in use on our floor. This makes it easy for her to recognize the difference in quality and beauty in the four oak grades."

Maroney's office walls are paneled with four different kinds of plywood. He finds it practical, several times a day, to show prospects the differences in them and thereby speed selections for new homes or improvement jobs.

The counter in front of the cashier's window is covered with four kinds and colors of table-top plastic material.

"This in-use program involves all qualities of materials we handle," explains Maroney, "and it is the best way we have found to demonstrate the value of good quality in all materials. It is one thing to tell a prospect about the advantages of clear or select oak flooring over No. 2, but it is quite another to let him see all four grades of oak flooring in actual use. He doesn't have to take our word for the difference in quality.

(See 'IN USE' DISPLAYS page 76)

Typical "in use" product displays at the Good Land Lumber and Supply Company in Victoria, Tex., are seen here. At right, President William Maroney points out to a prospective home-owner differences in the four grades of oak flooring installed in the floor of the firm's home-planning room. Below, a Good Land salesman helps a customer to select wood paneling for their den by comparing four species installed in walls of the same home-planning room. A model kitchen includes built-in appliances and a coffee bar. In it employees serve customers and themselves hot coffee.





## Polyethylene Film — Versatile Money-Maker

By H. G. Matthews, Assistant Editor

✦ The many varied advantages of polyethylene film make it one of the great innovations of the building material industry.

The low cost, light weight, and durability of this product are luring more builders to its use weekly. Polyethylene film is especially growing in favor as a vapor barrier.

As a non-permanent installation, it is serving as a closing-in material during bad weather, curing blanket for concrete, and as a

protective cover for machinery or materials on the job-site.

In fact, this relatively new material has so many uses that a lack of aggressive promotion on the part of dealers seems to be the main reason why sales have not soared. And while the cost to consumers is relatively low, the dealer's mark-up on polyethylene film is excellent.

The increasing competition among manufacturers of this material has resulted in recent lower-

ing of prices generally for distributors.

To show what a progressive dealer can do with promotion of this material, the Brevard Lumber Company in Brevard, North Carolina, stocked polyethylene film for the first time a little more than a year ago. Since that time, the company has sold over 30,000 square feet — primarily for residential construction.

Representatives of the firm have promoted this product by calling on local architects and builders, and by explaining its advantages to home-owners doing their own work.

The Brevard firm keeps small samples available in all weights. Most of its stock has been sold for use under concrete slabs or to insulate sides of basements against moisture. But, Brevard Lumber Company personnel are working on greater sales for use as a side-wall vapor barrier.

Some dealers report that once a builder-customer uses this plastic film, he is "sold for life."

But getting the builder to try it out is not always easy. Probably the most expedient way is to point up polyethylene's advantages to individual buyers and offer the builder a discount on his first application. A dinner or barbecue

When a customer asks for a vapor barrier at the J. N. Bray Company in Valdosta, Ga., he is shown a polyethylene film. In the photo above, a salesman explains the advantages of Visqueen. Below, polyethylene is used in a lumber yard to protect brick and other building materials. Its tough elasticity and light weight make it easy to handle.



meeting with demonstrations of the material and its uses is a quick way to reach many contractors in a short time.

The gauges most commonly used in construction are .002, .004, and .006 inch, referred to as two-mil, four-mil, and six-mil.

The major uses of polyethylene film are these:

**1. Moisture Vapor Barrier.** Two methods of insulating concrete slabs against moisture with polyethylene are used. Where the material can be placed on a bed of sand or tamped earth, to protect it against stones or irregularities of the terrain, the minimum thickness is two mils. Some authorities recommend four mils here. When placed on top of gravel or crushed stone, the minimum thickness should be six mils.

In walls above grade and ceilings, two-mil polyethylene film usually is stapled or tacked on the warm side of the wall. In lining below-grade walls of basements, a thicker gauge is placed next to the outside of the concrete block or other masonry wall and dirt filled in behind it.

The polyethylene film also may be applied on the inside of concrete forms having no internal bracing. Here the plastic sheet does double duty — insulating against future moisture and assisting in curing the concrete. It also can serve as a form liner and remain around the finished wall after forms are removed.

**2. Curing Mat.** This film eliminates steps in obtaining a strong concrete for driveways, roads, and walkways. It is merely thrown over the dampened concrete so that moisture can not escape until curing is complete.

**3. Protective Covering.** Sunlight is the only factor said to break down polyethylene film over a long period of time. For daily use in sunlight, such as for covering machinery or building materials, a black sun-proof grade in all thicknesses is available. The clear, transparent film is satisfactory for most uses.

The film is sold to Do-It-Yourself enthusiasts to make covers for automobiles, boats, and covers for practically everything. The film's edges can be sealed together with careful application of heat from an electric iron, or by placing ends together between two protective boards and running a blow torch across protruding ends. Sections can be joined together to form an inexpensive swimming-pool cover, in place of the more costly ready-made models. Such a plastic cover is lighter than water so that it floats.

**4. Weather Barrier.** Polyethylene film is easily tacked into place to enclose homes during construction in cold months. It can be tacked over screens to "winterize" screen porches. More professionally, it may be placed between small strips of wood to make easily removable screens to protect against wind.

**5. Miscellaneous Uses.** Polyethylene film makes an ideal item for "suggestive selling" to garden-supply customers.

Used for mulching, the film is spread over newly-planted or struggling lawns after watering to hold in the moisture.

When leaves are placed around plants to mold, a layer of the film will help hold in moisture and speed decay.

In cold months, the film will add protection to keep plants from freezing.

A sheet of the film can be fitted into a shallow pond of concrete or block to make a wading pool for children.

Used as a painter's drop cloth, the film will outlast most competitive products.

From the contractor's point of view, two of the biggest selling points for polyethylene film are its permanent protection and ease of installation.

Since there is a growing trend by builders toward guarantees of good construction, the lifetime durability of polyethylene is doubly important. It will not deteriorate with age, become brittle, or crack. It resists most acids and alkalis. It is tough yet elastic, taking great abuse without tearing. If a sharp object punctures it, it tends to cling to the object's sides rather than splitting farther.

**Polyethylene** remains flexible in all weather, even 70 degrees below freezing.

Its cleanliness and light weight make polyethylene pleasant to handle. One thousand square feet in weights recommended for wall vapor barriers usually weighs less than 10 pounds. One man can handle a large roll easily. Even in the 20-foot width, one man can handle the roll while a second man smooths and spreads the plastic film evenly.

The pure polyethylene sold by building material dealers as a vapor barrier should not be confused with a similar appearing product containing a plasticizer, which often will crack and not hold up.

**Operation Home Improvement** provides dealers with an especially good opportunity to promote polyethylene film.

Most older houses are not as tightly built, so that drafts and dust are a problem. This is also true of attics converted into extra rooms. In such instances, a film of polyethylene placed on the out- (See PLASTIC FILM page 76)



Tacked or stapled on the inside wall of a house, polyethylene film keeps out moisture and dust. One of its principal uses is below concrete slabs in basements or along the outer edge to form a complete seal against water in basements. In attic rooms, a film of polyethylene between the studs and wallboard will keep out drafts and vapor or moisture. Photos courtesy of Olin Film Division.

## Mechanical Devices Cut Handling Costs

By SOPHIE W. ELLIS



✦ After two years of unloading and routing building materials through yard and store with two fork-lift trucks and a roller conveyor, the McKee Lumber Company in Shawnee, Oklahoma, has figures that show important savings in manpower, time, and handling costs.

By using two 4,000-pound, gas-powered fork-lift trucks, a machine for strapping lumber and other packagable materials, and an add-on roller conveyor for moving materials from freight cars or trucks to warehouse and delivery trucks, Owner Ralph McKee says he has cut handling costs 50 per cent.

His figures are based on operations before fire completely de-

stroyed his warehouse and store buildings two years ago and materials were handled manually—and use of the above mechanical devices since then.

"Without our fork-lifts and conveyor," he asserts, "we would need three more yard men. Our records show exactly what it costs us to unload anything with our mechanical equipment from the six cars that are sometimes spotted at the same time on the railroad track back of our new building.

"With the fork-lift for unloading and the conveyor combination to stack, we can put one-inch boards

in open stack for \$1.25 per 1,000 board feet. Other yard owners have told me that manual handling costs them from \$3.50 to \$5.00."

Unloading a flat car, the fork-lift picks up 100 pieces at a time. Roofing is stacked 10 squares to the pallet—and moved efficiently by the fork-lift. So are cement and other sacked goods.

The fork-lift trucks move up to 4,000 pounds of unitized lumber or wallboard at a time. Insulation board is stored in an area between the ceiling and roof of the main warehouse. The fork-lift rolls in a big load and lifts it to the over-



Employees of the McKee Lumber Company in Shawnee, Okla., move materials fast and cheap—in and out of warehouses and on to delivery trucks—with two 4,000-pound fork-lift trucks like that seen above. They use gravity roller conveyors to move oak flooring and other bundled materials from freight car into warehouse as shown below—and on out to delivery trucks.

head storage. Later it retrieves building supplies needed for deliveries.

On the back end of the delivery truck beds, a four-inch gravity roller is installed. Lumber is loaded on the trucks by the fork-lift. Delivering up to 3,000 feet of lumber at a time, one man alone releases a binding chain, gives the truck a slight jerk, and the lumber slides gently off the roller on to the building site.

Within 30 minutes, the truck driver is back at the yard for another load.

In 10-foot sections, the gravity roller conveyors are mounted on up-ended hardwood pallets or other props.

They are expanded up to 100 feet of conveyor, as needed. Guides are used at the 50-foot point to hold materials in place.

Sometimes the conveyor line runs into the store, where it speedily stocks loads of paint, windows, doors, and other materials.

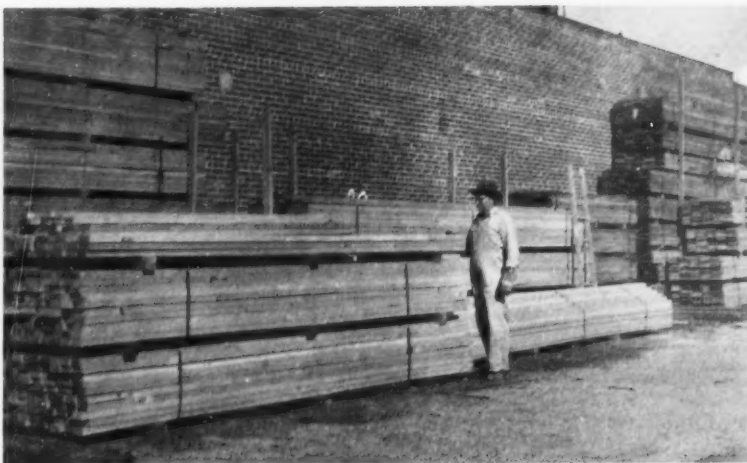
This system saves much time and labor over straight manual handling.

McKee is enthusiastic about the low initial cost of his mechanical equipment. The two fork-lift trucks cost \$4,000; the conveyor belt, \$350; the steel strapping machine, less than \$100.

This equipment is used frequently in the plate-glass department, one of the McKee Lumber Company's most profitable operations. Three men are kept busy installing auto glass and plates for store windows and other building purposes.



Two 14-foot driveways into the large McKee Lumber Company building accommodate the high truck loads stacked by the fork-lift trucks. They offer easy access to the glass department that installs auto glass, as well as to the central showroom and storage areas. The modern electric sign quickly identifies the store and three of its main lines: lumber, glass, and paint.



Fir framing and other lumber is securely bundled with steel strapping by the McKee Lumber Company in Shawnee. As seen above, the lumber packages are neatly stacked alongside the warehouse by the fork-lifts for quick transfer to the trucks of customers or the delivery fleet. The McKee firm has 25,000 square feet of useful display, office, and storage space under roof — and another 17,000 square feet of clear outside storage space.

## **NRLDA Survey Reveals Dealers' Use of Material-Handling Equipment — and Plans**

WIDESPREAD INTEREST on the part of the retail lumber and building material dealer in materials handling, unit loading, and the development of proper transportation equipment to accommodate unit loads of building products is shown by an analysis of the returns received from the materials handling survey conducted in July-August by the new Committee of Materials

Handling of the National Retail Lumber Dealers Assn.

This was the largest and most comprehensive survey on this topic ever made among lumber dealers.

Over 19 per cent of the 12,900 selected dealers throughout the nation completed and turned in usable replies. Among the federated associations reporting the largest percentages of individual returns were the Kentucky and Middle Atlantic groups. The latter serves dealers in Maryland, Delaware, District of Columbia, and adjoining areas of Pennsylvania and New Jersey.

Nearly 39% of the responding dealers are now operating either fork-lift or straddle trucks. Over 61% of the dealers indicated they were operating only one fork-lift; nearly 24% have two, and less than 15% use over two.

As to size of fork-lifts used, 47% are of from 4,000- to 6,000-pound capacity; 35% are of 4,000-pounds or less capacity; only 6% have trucks of over 15,000-pound capacity. A little over 50% of these units are equipped with extension forks, 14% have side-shifters, and 8% have front-end loaders.

Of yards reporting straddle trucks in operation, over 61% have only one, and 20% have two.

Over 15% of the responding dealers (See NRLDA SURVEY page 76)



## ***This Wholesaler Displays 400 Items at Dealer's Door***

Something new in merchandising — a bus that carries more than 400 products used by the building industry — is in its second year of successful touring of Alabama, Arkansas, Georgia, Kentucky, and Tennessee. It is making known the name of the owner, the Southern Sash Sales and Supply Company, Inc., of Sheffield, Ala., throughout the territory it serves. Hi-fidelity music, air-conditioning, and free coffee extend a note of warm hospitality to the builders, architects, dealers — and even the general public — who are attracted to the mobile showcase.

Dealers and distributors in the line of travel are notified by letter in advance. Invitation post-cards are sent in bulk to dealers, for re-mailing to architect and contractor customers.

In towns where too many retailers make individual visits impractical, the bus stops on downtown street corners.

More display busses are being contemplated by Southern Sash to boost sales activities in other states.



Among products displayed in the traveling bus exhibit are cabinet hardware, floor tile, exterior siding, electric heaters, wood and plastic paneling, hardwood flooring, windows, sliding doors, and 30 modern lighting fixtures installed so that the effects when turned on can be seen. The layout even includes a sliding drawer of ground marble roofing chips.



## Three Steps to Good Kitchen Design

By MRS. GEORGIA V. TONELLI, Kitchen Design Consultant to Curtis Companies, Inc.

✦ Three steps to good kitchen design include:

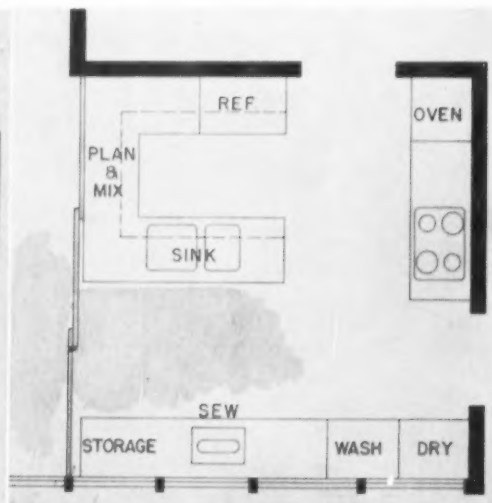
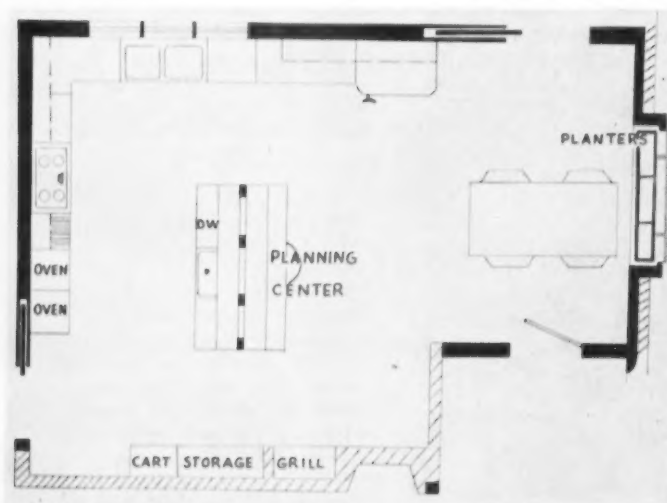
1. Determining what the customer needs and wants.
2. Using sound basic principles of kitchen planning.
3. Creative selling—individually styling the kitchen by adding

decorative arrangements or additional architectural features so that Mrs. Homemaker will feel this is "personally" hers.

These three steps will give you sales features to talk about and can be used for even the most minimum of kitchens, kitchens

that are purchased a section at a time, or the most elaborate designs.

Frequently the difference between you and your competitor receiving an order for a kitchen lies in the ability of your sales personnel to satisfy the require-



# Sell More Kitchens

ments of the home-owner and still have additional recommendations and suggestions for creative design to give Mrs. Home-maker that she had not thought of or could not receive from your competition.

In today's market, the majority of kitchen selling involves the service behind that sale that makes the customers feel they are getting more for their dollar than anyone else can give them. The October issue of this magazine reported the basic requirements of your organization, including the trained personnel and an attractive display as well as a complete kitchen package. All those things are an important part of the service you can render customers, contractors, and architects.

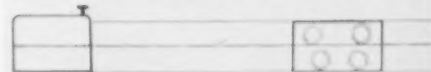
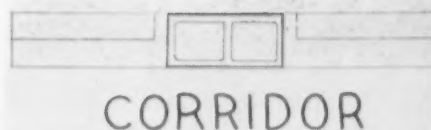
In this same vein of service including the planning and designing of the kitchen, service also includes immediate follow-through.

If your customer indicates a desire for a new kitchen, the more quickly that kitchen is materialized on your paper and graphically illustrated by a miniature kit, elevations or perspectives, the more assurance you have that your time is not wasted by waning interest, frequent delays, extensive periods of time between contacts with that customer, time to "shop around," or delays in delivery and installation.

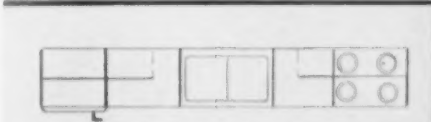
The final service, of course, includes checking the complete installation immediately to assure customer satisfaction before minor faults are noticed and to give your customer the feeling that you are interested in that kitchen through to the very end. Then that new kitchen owner will be your very best salesman. Within a period of three years' time, she will develop for you at least five more kitchen sales if all has gone well to her satisfaction.

The main problem of incorporating the client's preferences and desires can be approached in numerous ways:

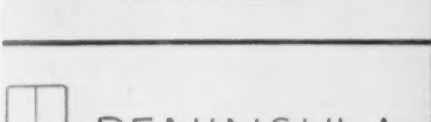
The smiling housewife (seen at top of opposite page) does not have to walk herself to death in her modern, convenient kitchen — yet it has more than average cabinet space and built-in conveniences. The most basic kitchen designs, sketched in column at right, are described by Mrs. Tonelli in this kitchen-planning article. Several were combined in the "dramatic" kitchen shown below. Sketches on opposite page show how two basic plans were combined with facilities for extra activities.



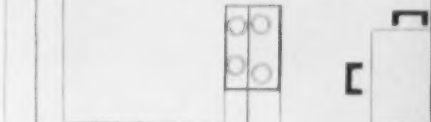
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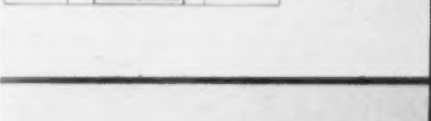
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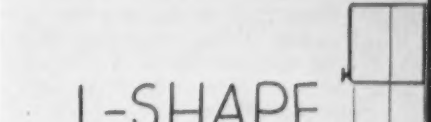
PENINSULA



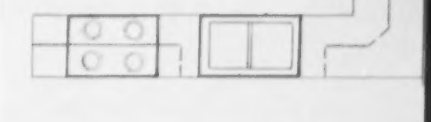
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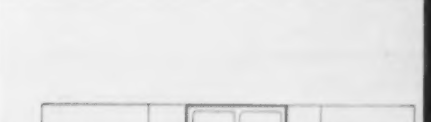
L-SHAPE



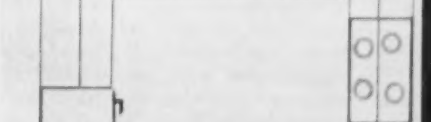
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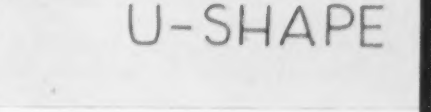
U-SHAPE



U-SHAPE



U-SHAPE





A good way to find out the customer's own design ideas is to let her "play with" a miniature model kitchen. As shown here, she can adjust cabinet and appliance components to suit her taste in a room the size and shape of her own. This also is an easy way to find out what equipment is lacking and what is nearly ready for replacement in her kitchen.

1. Find out what is lacking in her present kitchen.

2. Learn what they want in their new kitchen, what additional features are desired beyond basic needs.

3. Allow them to help in the arrangement of the kitchen by utilizing rough sketches and miniature blocks prior to your final design.

4. *Most important* — Ask questions — get your customer to talk and to agree or disagree with any single suggestion that you may have for their new kitchen.

**These points** of agreement or preference will key you to the amount of money they wish to spend so that as early as possible you will have some financial basis for designing this kitchen.

When a customer first indicates an interest in kitchens, many dealers we know check on the credit rating of that customer to find out how much the traffic will bear. So that, coupled with a customer's preferences, will give you an early clue to the amount of work you will feel can be profitable in the long run for this individual sale. Obviously, there will be numerous clients that will really be "only looking." To spend many hours of work visiting with them and laying out a complete kitchen would be really time wasted for you if a sale is not made.

So, by analyzing your work schedules and jotting down with each job the amount of hours you

have spent on an individual kitchen, with the subsequent amount of net profit obtained within a short period of time, you can easily find out how many calls you dare make on a customer to sell them and still make a profit.

You may even find an exact ratio as they have in the insurance business. To the extent of hard and cold facts, you may say, "If a customer is not sold by the third call, any future calls would be better spent on new prospects. You can let the customer come back to you if in the future they really want that object."

In determining the customer's preferences, one of the first things to know is what is to be included in this room besides meal preparation: a dinette area, a planning center, a laundry area, room or utility storage, hobbies, or family room combination?

**Certainly** the appliances to be used must also be determined first before any actual planning can be arranged. If any present appliances are to be moved to a new home or incorporated in the remaining kitchen, your sales story may be built around the advisability of new built-in equipment which, of course, will increase your sales profit. If you feel the customer can afford them and only need an additional amount of prodding to convince them that built-ins are here to stay, extra time spent on selling these appliances will be

definitely a good money-maker for your installation. If additional construction work is necessary, or if they obviously can not include all of the features desired in this kitchen in the limited amount of space, then you can discuss with them the advisability of removing a pantry, dinette wall, utility or back porch wall in order to enlarge this room.

If you are convinced that this family is not prohibited in their financial investment regardless of their initial expressions, many times you will have a far more satisfied customer by recommending construction changes which in the long run will really give them what they want. Although it may cost more, they will feel you have advised them wisely so that their investment has not been wasted. A very positive approach on this score can very frequently be used by advising them to have a good kitchen—especially if it is a remodeled job incorporating all of the features they desire—rather than have a half-hearted job.

**Accurate** measurement of the room to be remodeled is the next step and, of course, tentative features may be obtained from a new house plan; but room dimensions can give you something positive to work with and sell from so that you do not pre-sell your customer on certain features and find they can not possibly fit into the kitchen area.

A complete analysis with your kitchen measurements should be made regarding plumbing locations and possibilities for relocation, electric wiring and possible additional requirements in case of built-in equipment.

At this point, additional discussion on the present lighting, window arrangements, type of flooring and counter material, wall cover-

ing, and other permanent features should be discussed to determine again what type of over-all features this kitchen will include in order to give yourself a financial basis for discussing this kitchen.

Now you can discuss with your customer the features in your display relative to their kitchen and the basic locations of their appliances and cabinet work.

Basic planning simply involves arrangement of the work centers of a kitchen according to the preferences of the customer, location of doors and windows, and the logical work sequences which have been analyzed and detailed by home economists. The kitchen sink center includes not only the sink and possibly a dishwasher but also storage requirements for cleaning supplies, non-perishable fruits and vegetables, cutlery, pans, and foods that require the addition of water prior to preparing. The good planning standards allow 36 inches of counter space on either side of the sink area.

**The sink center** as such is now considered the focal point of the complete meal preparation. For this reason, by first locating the sink, including the above requirements, in a center location easily accessible to the other areas, the first requirement of kitchen planning can be met. Adequate natural light from glass areas is very desirable since cleaning of food and dishes means a lot of eye strain if natural light and adequate artificial light is not provided. For this reason, the sink is frequently located below a window arrangement.

**The work center** of the kitchen which requires the next consideration is the food preparation area, preferably located adjacent to the opening of the refrigerator door. Again, a minimum of 36 inches of counter space is a good planning standard so that all equipment as well as staples relating to the preparation of food may be kept in one location without too many steps required. It is not deemed as important today that the refrigerator be placed on the right side or the left side of the sink as it is that the refrigerator be placed adjacent to the food preparation area.

Certainly all mixing and measuring equipment, casserole dishes and cake pans, serving trays, can openers, as well as food staples should be kept in this area. Again, the frequent requirement for water in the preparation of foods means

that close proximity to the sink is very desirable.

**The third center** of the kitchen, incorporating the range where the food is finally cooked prior to serving, can frequently be placed in conjunction with the actual serving center where place settings, napkins, and other table supplies may be located. Small pans, lids, seasonings, and cutlery can be stored in an adjoining cabinet. A minimum 24 inches of adjacent counter area beside the range or surface units, regardless of the amount of counter space on the range, will give Mrs. Homemaker an ideal serving area.

The location of the built-in oven frequently comes up in new kitchen planning. A waist-high oven not only gives Mrs. Homemaker an easy to reach, easy to clean, attractive permanent feature in her kitchen, but will also allow her to locate the oven near the food preparation area or in an isolated location, thereby releasing under burner area for pan storage. Since frequent trips to the oven are not a general rule in comparison to vigilance for surface cooking, the oven may generally be located last and consequently isolated from the other three areas, perhaps on an opposite wall.

However, a 24" counter area adjacent to the oven is very desirable to set roasters and cutlery without carrying them across the room. Of course, above and below most built-in ovens, ideal storage area is provided for the extra large roasters, additional small electrical equipment or food stuffs needed for meal preparation.

This means good basic planning involves two major points, as follows:

1. All appliances are located in a center which incorporates storage and counter requirements.
2. The three major work areas are coordinated as closely together as feasible to avoid long distance travel. Obviously, the U-shaped or peninsula arrangement allows the maximum of efficiency.

**Now that** your customer is satisfied with this arrangement for the traffic routing in this room to avoid, if possible, interference from other members of the family interrupting the activities involved in the three major centers, you may also wish to check the total distance between the three major appliances by measuring the walking distance between the center of the sink, the center of the refrigerator, and the center of

the range to assure a *maximum* of 22 feet around this triangle, to reduce walking distance.

Many times this will mean re-vamping the entire plan and locating an island or peninsular arrangement of one center in order to pull these three major areas together.

Now you have your miniature kitchen set up in blocks or sketched on a scratch pad so that your customers will agree that is the arrangement they want. Now, you can discuss additional features such as the type of cabinets for the individual centers, the installation of the ventilator fan and hood, light locations, and additional features such as a planning center, telephone, television, and soffit designs. Basic minimums such as an eight-square-foot area for dining, four feet between opposing counters, and three-foot passageways have already been incorporated in your tentative arrangement.

**As you can see,** the third important factor called creative selling is necessary from the very first telephone call. This creative selling stems from the beginning of creating the desire and instilling confidence in you and your organization.

Recommendations of features and unusual arrangements such as peninsulars, snack bars, islands, storage wall area, wrought iron grille work, open studs, open beams, family room plans, not only create through discussion the desire but turn that desire into an actual requirement for the new kitchen, which means more profit for you and your organization.

With the actual planning of this kitchen completed and agreed upon in the presence of your customer prior to any drawings or sketches, you may then send home swatches of countertop material, flooring material, literature relating to built-in appliances, or other features in this kitchen. Of course, before your customer leaves from this important first meeting, set a definite day for discussing the final arrangements for this new kitchen.

You have saved yourself time and money by pre-determining what the customer can spend and allowing her to determine the kitchen plan — so that now you are ready to coordinate your installation work before your final visit. You may then cinch the sale by asking how soon they would like the kitchen completed.



## Best Kitchen Equipment Prospect — *the Builder*

✦ "The best way to make sure that your firm's appliance and kitchen equipment go into as many kitchens as possible is to start with the builder himself," asserts Frank E. Laughlin. He is manager of the appliance department of the Peninsular Builders Supply Company in St. Petersburg, Florida.

Some 90 per cent of this firm's kitchen equipment sales now go to contractors for new homes. These are both for speculative housing projects and for homes where the customer is in on the planning of his own kitchen.

The Peninsular firm started pushing appliances in February,

1953, when many firms were easing away from the appliance market. Sales of appliances and cabinets have jumped 80 per cent since then.

The firm turned an old automobile dealership building into a storage area and made part of it into a modern appliance department. Marsh wood cabinets are installed along two walls, interspersed with Hotpoint appliances. A complete plate-glass wall window lets customers passing by the store see the attractive display at all hours.

As an additional service for customers who drop in to buy appliances individually — and for contractors who want to bring customers in to pick out complete kitchen equipment for new homes — the Peninsular Builders Supply Company stays open Monday nights. This makes it easy for husbands and wives to shop together.

To build up this large volume of kitchen equipment sales to builders and contractors, the Peninsular firm employs three outside salesmen. These men are kept busy calling on prospects to explain the company's quality lines, their appeal to consumers, and the policy the firm has for dealing with these larger buyers. The company offers a 30-per-cent discount to builders on their purchases of kitchen equipment. This discount is never extended to the drop-in consumer trade, Laughlin emphasizes.

The company's three outside salesmen get leads from Dodge reports, local listings in newspapers, and general contact with the building trades. Store personnel (See KITCHEN PROSPECTS page 71)

In photo above, Frank E. Laughlin, manager of the appliance department, and Roy J. Deeb, store owner, discuss a sales campaign over a cup of coffee. Small appliances hung on perforated display board line one wall of the appliance department. An over-all view is shown at right. Marsh wall cabinets and Hotpoint appliances are dramatized by a background of knotty pine paneling. Floodlights and plate-glass window wall, at left, make it a show-place at night





**FLINTKOTE**

**SEAL-TAB**

**...brand-new self-sealing, hurricane-resistant strip shingle**

New customers for you! More satisfied customers! New profits! New jobs that shout recommendations for you from the housetops!

That's what the new SEAL-TAB® Strip Shingle means to you!

And just imagine what these outstanding SEAL-TAB features mean to your customers! What they mean to home underwriters!

**1 SEALS ITSELF DOWN**

Each SEAL-TAB Shingle has a

strip of special adhesive on the underside of the shingle butt. The sun's heat binds SEAL-TABS in place to produce a completely integrated roof...so tightly bonded that even hurricane winds can't lift the tabs.

**2 TROUBLE-FREE APPLICATION**

The exclusive Flintkote aluminum strip retards the action of the adhesive until it is needed. In addition, this aluminum strip keeps the

shingles free in the bundle...they do not have to be broken apart on the job. A SEAL-TAB roof is quick and easy to apply, guarantees greater customer satisfaction.

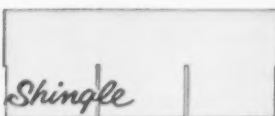
Ask the Flintkote Representative to demonstrate the SEAL-TAB advantages to you.

The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

\*A Trademark of The Flintkote Company, Patented—U. S. Patent 2,219,209—also patent pending.

**FLINTKOTE**

*Originator of the Asphalt Strip Shingle*



# ASSOCIATION ACTIVITIES

## SLA Members to Hear Campbell, Ely, Jones

Top-flight industry leaders will lead clinics for dealers attending the 69th annual convention of the Southwestern Lumbermen's Assn. in Kansas City, Mo., January 23-25. The convention theme: "Plan for Profit—Profit from Planning."

Roy Wenzlick, noted St. Louis realty analyst and homebuilding economist, will be featured at the opening business session Wednesday. He will forecast "What's Ahead for Housing and the Home Improvement Market in 1957."

Don A. Campbell, veteran Kentucky dealer and association leader, will moderate a Thursday morning breakfast clinic on "Profit Management."

Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn., Philadelphia, Pa., will moderate a Thursday afternoon clinic on "Merchandising Planned for Profit." Emphasis will be on answers for small-town dealers.

A breakfast session for yard owners and general managers Friday will introduce small-group discussion of specific top-management problems. Paul R. Ely, Nebraska dealer and vice-president of the National Retail Lumber Dealers Assn., will moderate this discussion session.

At the closing luncheon Friday, Arthur Treacher, the celebrated stage, screen, and television personality, will amuse the audience with "A Little of This, Something of That, but Mostly Humor."

The annual get-acquainted party Wednesday will be followed by a nite-club party at the Hotel Muehlebach. Thursday evening at the Municipal Auditorium, the conventioners will be dazzled with Southwestern Showtime, a big floor show featuring show-world personalities.

The exhibition rooms of the Municipal Auditorium will be packed with exhibits of modern materials, supplies, and services.

## Houston Assn. Officers

The Retail Lumber Dealers Assn. of Houston, Tex., recently re-elected all officers.

Carrol R. Delhomme, owner of the C. R. Delhomme Lumber Co., is now serving his third term at the head of this dealer organization. H. J. Skinner, secretary-treasurer, was re-elected for the 13th time.



## Reid Is Field Secretary for Carolina Association

Robert L. Reid last month joined the Carolina Lumber and Building Supply Assn. as a full-time field secretary. He will work closely with Secretary-Manager E. M. Garner in calling on dealer members throughout the two Carolinas, and helping them to make full use of the many association services.

For the past eight years, "Bob" Reid had served as an executive in the textile industry. He attended Lenoir Rhyne College in Hickory, N. C., and took special training in labor relations, management, and business administration.

Reid is a past-president and secretary of the West Mecklenburg Civitan Club. He is active in the Pritchard Memorial Baptist Church.

He and Mrs. Reid reside at 2731 Normandy Road in Charlotte, N. C. They have four children.

## Mississippi Convention

Because of a conflict with the annual meeting of the Louisiana Building Material Dealers Assn., the Mississippi Retail Lumber Dealers Assn., has changed its convention from March 21-22 to February 7-8.

The Louisiana group originally was scheduled for March 13-14, but someone at the convention hotel reserved space for the wrong dates. When the mistake was discovered, March 20-21 were the only available dates.

This left the Mississippi group with only the February dates available at Biloxi's Buena Vista Hotel.

## Greear Is Field Man for Florida Dealers



HUBERT D. GREEAR on October 15 assumed duties as field representative of the Florida Lumber and Millwork Assn. Better known as Jim, Greear was born in Detroit, grew up in Chicago, and attended colleges in South Carolina and Florida.

With the increasing services and activities of the association, Secretary-Treasurer Marie Bennett explained, the board of directors voted to have a field representative to make personal contacts with the members and to assist them in making full use of association benefits. Greear will also represent the Florida Building Material Insurance Exchange, an association activity.

He attended Citadel College at Charleston, S. C., where he was active in sports, publications, and club programming. Two years of service in the U. S. Air Force followed.

Greear then studied law for two years at the University of Florida, where he was active in student government. He is married and resides in Orlando.

The Florida Lumber and Millwork Assn. has set up a Cooperative Training Program Committee, headed by Jack Shinn of Bradenton, to work with the University of Florida in establishing a training program for future employees of association members.

Students would be employed for one semester and then return to the campus for the next semester.

## Farnham Heads Ozarks Lumbermen's Association

Gene Farnham of Waynesville, Mo., was elevated to the presidency of the Ozarks Lumbermen's Assn. at its 24th annual meeting in Springfield, Mo., on November 1. Truman C. Hardin is the new vice-president. He was succeeded by Irvin Selsor, another Springfield dealer, as secretary-treasurer.

The new board of directors includes Bill Powell of Springfield; Harry B. Brizey of Mountain Grove, Mo.; Cleo Cooper of Ava, Mo., and Bob Hanby of Berryville, Ark.

Speakers at the one-day meeting were W. E. Matschullat and Carl R. Johnson. Springfield manager of Sears, Roebuck, Matschullat explained "Merchandise at Its Best." CPA Johnson advised the lumbermen "What to Do About the Cost of Doing Business."

## CONVENTION CALENDAR

December 10-13: **National Retail Lumber Dealers Assn.**, Building Products Exposition, International Amphitheater, Chicago, Ill. Exhibits.

January 7-9: **Kentucky Retail Lumber Dealers Assn.**, Kentucky Hotel, Louisville, Ky. Exhibits.

January 23-25: **Southwestern Lumbermen's Assn.**, Municipal Auditorium, Kansas City, Mo. Exhibits.

February 6-8: **Middle Atlantic Lumbermen's Assn.**, Chalfonte-Haddon Hall, Atlantic City, N. J. Exhibits.

February 7-8: **Mississippi Retail Lumber Dealers Assn.**, Buena Vista Hotel, Biloxi, Miss. Exhibits.

February 12-14: **Tennessee Building Material Assn.**, Nashville, Tenn.

February 13-15: **Virginia Building Material Assn.**, John Marshall Hotel, Richmond, Va.

February 21-24: **West Virginia Lumber and Builders Supply Dealers Assn.**, Greenbrier Hotel, White Sulphur Springs, W. Va.

March 12-14: **Carolina Lumber and Building Supply Assn.**, Charlotte Coliseum, Charlotte, N. C. Exhibits.

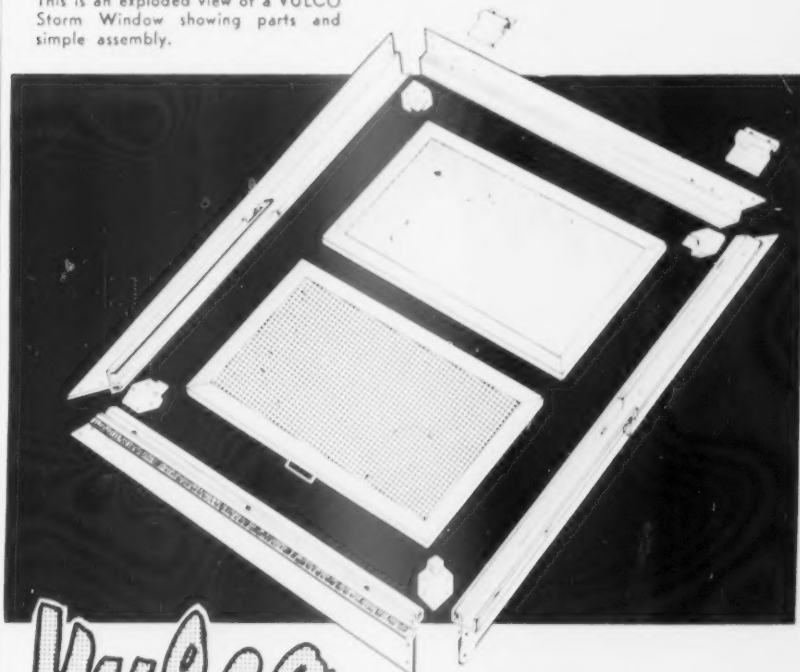
March 21-22: **Louisiana Building Material Dealers Assn.**, Jung Hotel, New Orleans, La. Exhibits.

April 14-16: **Lumbermen's Assn. of Texas**, New Dallas Auditorium, Dallas, Tex. Exhibits.

April 25-27: **Florida Lumber and Millwork Assn.**, Daytona Plaza Hotel, Daytona Beach, Fla.

May 13-15: **Building Material Merchants of Georgia**, General Oglethorpe Hotel, Savannah, Ga.

This is an exploded view of a VULCO Storm Window showing parts and simple assembly.



## Vulco ALUMINUM STORM SASH IS SIMPLE TO FABRICATE... and

VULCO IS NEVER YOUR COMPETITOR BECAUSE VULCO NEVER SELLS THE FINISHED PRODUCT—ONLY THE PARTS FOR FABRICATION AND ASSEMBLY!

Vulco offers a wide selection of rolled aluminum frame sections and hardware for storm sash, screens, jalousies, and doors. All parts are mass produced to assure you the finest quality at low cost. You need no large inventory with Vulco... fabricate as you sell. Remember too, you'll not be bidding against your supplier because Vulco sells only component parts.

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NEVER your COMPETITOR

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Member: "National Association of Manufacturers"  
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Please send me complete information about VULCAN Quality Products and VULCAN Service. No Obligation.

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Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Houston, Tex.; Kansas City, Mo.; New Smyrna Beach, Fla.; Summerville, N. J.; York, Pa.

## TOOMBS SALESMEN AND DEALERS TOUR ANDERSEN PLANT



To help them become better acquainted with Andersen window units, a group of 20 lumber dealers and salesmen from Toombs and Co., Springfield, Mo., recently toured the Andersen Corp.'s extensive plant facilities in Bayport, Minn. They spent two days in tours, merchandising discussions, and product sessions.

Participating in the activities were Fred C. Andersen, Andersen president; James D. Rowland, director of sales;

Hugh Andersen, sales manager; Harold Mattlin, sales promotion manager; and Clair Stout, assistant sales manager.

Among those on the trip were, first row: Don Ferguson, Dave Toombs, Frank Henry Jr., Chet Wolf. Second row: Buzz Lujin, Walter Walker, Sidney Walker, Irvin Selsor, John Hammerschmidt, Bob Hammerschmidt. Third row: Butch Kottmeier, Jack Hughes, Rex Potts, Herb Hennick, Bud Holland, Ray Morin.

### Denton Heads Dulaney's Softwood Lumber Sales



APPOINTMENT of Alan Denton as sales manager of the new Soft Woods Division of the Dulaney Plywood Corp. is announced by President Edwin O. Dulaney, Denton formerly was sales manager of a similar department of the Wood Mosaic Company in Louisville, Ky.

The new Soft Woods Division will operate in the wholesale field, Denton said. It will keep some stock on hand at Dulaney's new general headquarters at 1401 S. 12th Street in Louisville, and it will drop-ship soft woods to any dealer in the nation.

## STRICTLY WHOLESALE

DALLAS, TEX.: The Harbor Plywood Corp. opened a new wholesale warehouse at 8600 Sovereign Row here on December 1. It is managed by George E. Carnahan, who had served in a sales and administrative capacity in the Los Angeles warehouse. This second Harbor branch in Texas is the firm's latest move to supply the full Harbor line to lumber dealers throughout the nation.

WATKINSVILLE, GA.: Lunis H. Huff has succeeded John Carswell as the wholesales representative of Randall Bros., Inc., in south Georgia. Huff will travel for the Atlanta building material firm from his home here. He had served for over 20 years with the Tanner Lumber Co., a retail firm in Athens.

FORT WORTH, TEX.: The Hi-Grane Board Co. has moved into a new warehouse and display building here. Included is a display room for this manufacturer's Hi-Grane yellow pine, Pli-Grane plywood, Texture-Grane 10" grooved paneling, and hardwood panelings. Among the new distributors of one or more of these quality wood products are the Lumberman's Supply Co. and the Hardy Plywood & Door Co., Oklahoma City; U. S. Plywood Corp., St. Louis, Mo.; Long-Bell Lumber Co., Kansas City, Mo.; and Roddis Lumber & Veneer Co., Dallas, Tex.

MEMPHIS, TENN.: From Memphis headquarters, William B. Rich-

ardson will travel Alabama, middle Tennessee, and western Florida for the American Sisalkraft Corp.

JACKSONVILLE, FLA.: The Gulf States Plywood Co. here is being liquidated after intensive service to dealers since World War II. Carey Watkins was president of the firm.

JACKSON, MISS.: The Colp Wholesale Co. has enlarged its warehouse and added three new salesmen to its staff. They include Winston Murphree, Paul Stewart, and A. D. Wright. The company has added a new line, Tile-Tex.

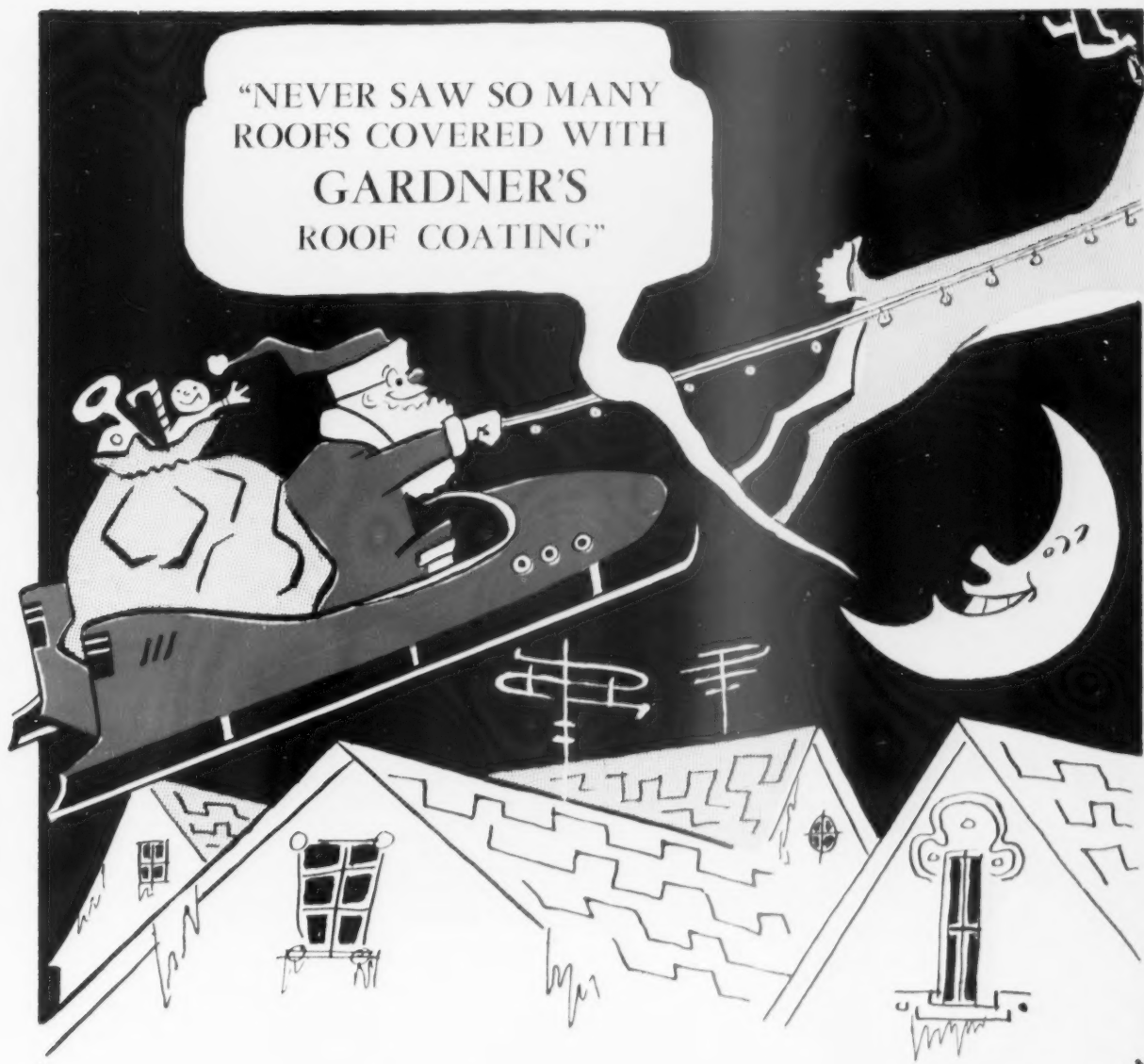
AMARILLO, TEX.: The Amarillo Hardware Co. is expanding its warehouse facilities and headquarters at 600 Grant. The new three-story building will cost around \$350,000, according to President R. C. Neely. The firm's territory includes the panhandle into west Texas and parts of Oklahoma and Kansas.

FORT PIERCE, FLA.: The Stanley Building Specialties Co., a subsidiary of the Stanley Works, has opened a factory branch in Fort Pierce. Serving the Indian River area, the branch will handle Stanley aluminum windows, jalousies, doors, tub enclosures, and related aluminum products.

NASHVILLE, TENN.: Republic Steel Kitchens will be distributed in this area by Currey's, Inc. Serving central Tennessee, the new distributor has a new building in a growing subdivision.

NASHVILLE, TENN.: Bass and Co., Inc., has been made distributor for Insulite building products in the Nashville area. Charles Folsom is president of Bass and Co.

"NEVER SAW SO MANY  
ROOFS COVERED WITH  
**GARDNER'S**  
ROOF COATING"



# MERRY CHRISTMAS!

To our many friends and customers,  
best wishes for the holiday season.

*"Quality whispers — it never shouts."*

## **GARDNER ASPHALT PRODUCTS CO.**

P. O. BOX 5775

TAMPA 5, FLA.



### Facer Directs Kaiser's Expanded Farm Research

Kaiser Aluminum and Chemical Sales, Inc., has expanded its Agricultural Research Service organization to provide more complete service to farmers, building supply jobbers and dealers, and to agricultural schools, county agents, teachers and

others in agricultural fields.

Grant T. Facer is manager of Kaiser's Agricultural Research Service. From Chicago, Ill., headquarters he directs the organization's extensive service on engineering, application, and performance problems, and coordinates new product development for the farm market.

The ARS organization publishes the Kaiser company's quarterly *Farm Service Bulletin*, which is distributed to farmers throughout the nation by building supply dealers.

It also publishes and distributes a complete set of farm building plans, to which new plans are being added almost every month.

Facer was graduated from Iowa State College in 1947 with a B.S. degree in agricultural engineering. He joined Kaiser Aluminum in 1948 and since then has been active in connection with farm building and building product applications.

### Riecke on School Board

Louis G. Riecke, vice-president of the Tulane Hardwood Lumber Co., New Orleans, La., won a "landslide victory" in the recent race for a place on the Orleans parish school board.

Riecke and Lloyd J. Rittiner, owner of an engineering firm, ran as a team. They advocated higher salaries for teachers without raising taxes.

Riecke has been active in many civic enterprises in New Orleans and has a special interest in better public schools in the parish because of his four children.

### SSIRCO Salesmen Meet Soon in Atlanta

For the first time since the Reynolds Metals Co. purchased the Southern States Iron Roofing Co., an annual meeting of all SSIRCO sales personnel will be held. Nearly 100 men will gather in Atlanta, Ga., December 27-29, for the sales meeting in the Life of Georgia Bldg. auditorium.

Product and department specialists of both Reynolds and SSIRCO will bring the group up to date on new products, uses, and promotion plans, according to Walter J. Gans Jr., advertising and sales promotion manager for Southern States. Dave Reynolds, vice-president of the parent firm, will be principal speaker at a Biltmore Hotel dinner meeting.



**WANT SOME? ...call HUDSON 4-8216**

**ask for SUGAR PINE**

**at SUPERIOR LUMBER SALES CO. of CALIFORNIA... SPECIALISTS IN QUALITY LUMBER FROM THE FINEST MILLS IN OREGON, CALIFORNIA AND WASHINGTON**

|                |             |           |
|----------------|-------------|-----------|
| SUGAR PINE     | DOUGLAS FIR | REDWOOD   |
| PONDEROSA PINE | WHITE FIR   | MOULDINGS |

- Kiln Dried or Green      • Sugar Pine Pattern Lumber
- Industrial Lumber All Species      • Douglas Fir Studs
- Retail and Distribution Yard Lumber

**SUPERIOR LUMBER SALES COMPANY**

*of Sacramento*

926 Jay Bldg. call HUDSON 4-8216  
sacramento 14, calif.

**MILLS IN MARYSVILLE, GOLD RUN AND SACRAMENTO, CALIF.**

the ideal metal roofing nail  
**SEALS ITS OWN HOLE!**

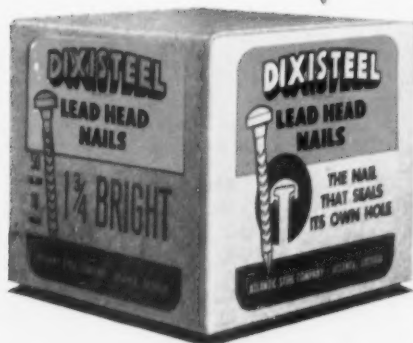


**DIXISTEEL**

TRADE MARK

**LEAD HEAD NAILS\***

\*Made under patent number 2077704



The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display Dixisteel Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

● *Free samples on request!*

Packed in 50-Pound Nail Caddy

**EASY TO DISPLAY ● EASY TO HANDLE ● EASY TO STORE**

**ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA**  
**P. O. Box 1714 • TRinity 5-3441**

**WOOD DESIGN DATA.** Hundreds of tables giving "worked out" answers needed in designing structural members are contained in a revised edition of "Wood Structural Design Data." It also contains latest design criteria to help dealers and builders use wood economically. National Lumber Manufacturers Assn., Dept. SBS, 1319 18th Street, N. W., Washington 6, D. C.

**EXTERIOR SIDINGS.** The Masonite Corp., Dept. SBS, 111 West Washington Street, Chicago 2, Ill., offers a 16-page booklet, "For Modern Exteriors Choose Modern Materials." It contains many full-color photos

## HELPFUL LITERATURE

of homes sided with various Masonite products. A second booklet, "101,000 Home-Owners Can't Be Wrong!" tells of Masonite's superior qualities and also shows applications.

**CEDAR SHAKE APPLICATION.** After many requests for it, a colorful folder on the application of hand-split cedar shakes is offered by the Red Cedar Shingle Bureau, Dept. SBS, 5510 White Building, Seattle,

Wash. A chart shows a summary of sizes, packing rules, and coverage.

**HOME INSULATION.** The L.O.F. Glass Fibers Co., Dept. SBS, Toledo 1, Ohio, offers a brochure that tells consumers of the advantages of glass-fiber insulation with a reflective facing. Photographs show how easily this blanket-type insulation is installed. A chart shows the effectiveness of the three thicknesses of L.O.F. insulation.

**ASBESTOS GARAGE.** "How to Build A Flexboard Garage" is a 36-page booklet published by Johns-Manville, Dept. SBS, 22 East 40th Street, New York 16, N. Y. Starting with hints on financing and building codes, the booklet gives step-by-step details for building a one- or two-car structure. It sells for 25 cents.

**HOMEBUYER BIBLIOGRAPHY.** The National Housing Center, Dept. SBS, 1625 L Street, N. W., Washington 6, D. C., offers "101 Reading References for the Home Buyer." It lists names and sources of three types of publications — government pamphlets, books, and Small Homes Council circulars.

**PERFORATED METAL SHEET.** H and K decorative and industrial cut-out designs and perforated steel sheets are pictured in a new brochure. Some 41 different perforated samples are shown, along with 17 other designs. Harrington and King Perforating Co., Inc., Dept. SBS, 5652 Fillmore Street, Chicago 44, Ill.

**WATERPROOF CONCRETE ADDITIVE.** How Rapid-Flo produces greater strength and durability with less shrinkage when added to cement mixes is explained in a colorful brochure. It contains testimonial letters from four testing agencies. Lambert Corp., Dept. SBS, 601 S. Hughey, Orlando, Fla.

**"EMBEZZLEMENT CONTROLS** for Business Enterprises" is a booklet by one of the country's foremost authorities on fraud prevention. It contains a check-list for planning the prevention of fraud. Send request on company letterhead to Fidelity and Deposit Co., Dept. SBS, 183 Fidelity Building, Baltimore 3, Md.

**FARM BUILDING PLANS.** The Oklahoma Farm Structures Service, Dept. SBS, Oklahoma A and M College, Stillwater, Okla., offers a booklet of 23 plans for a variety of farm structures. Among these are fences, house for laying hens, milking parlors, and six farm houses.



### MANUFACTURING ROYALITES AND ROYALOUVERS BACKED BY MANAGEMENT WITH YEARS OF EXPERIENCE



Yes sir, there's a brand new name in the door lite and door louver field... the ROYAL LINE! Manufactured in a modern plant with all new equipment.

Headed by men who have spent many years in the field and whose experience is unparalleled in the industry, SOUTHERN DOOR LITE CO., INC., is ready to start providing you and your customers with the best in lites and louvers for entrance doors.

Before you buy, get the details on the ROYAL LINE — Fit For A King Or Any Man's Castle! — Using postage paid return card on page 34.

Available thru your jobber.



**SOUTHERN DOOR LITE CO., Inc.**

*FIT FOR A KING OR ANY MAN'S CASTLE*

Alvin M. Fields, Pres.  
Marion A. Hornsby, V.P.

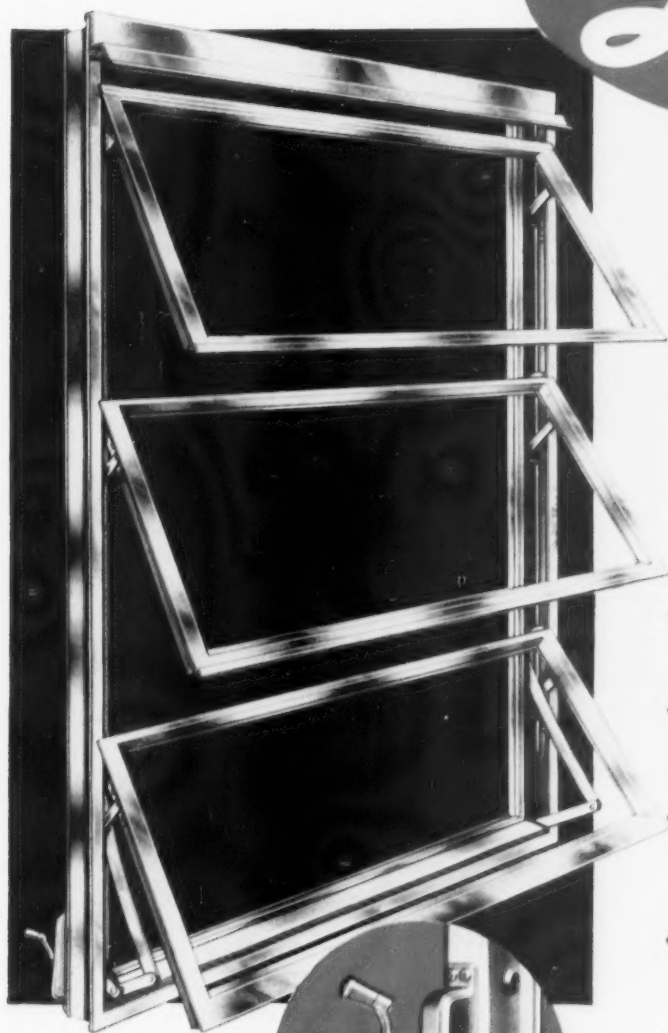
Phone  
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46 Westland Blvd., S.W.  
Atlanta 10, Georgia

**NOW and ONLY from**



# NEW 95 SERIES EXTRUDED ALUMINUM AWNING WINDOWS



## FIRST ROTO OPERATOR

that does not project beyond the glass line. Features positive fingertip action and new NEUTRALTONE finish.



AMERICA'S FIRST awning window glazed from the inside by easy compression of pre-cut and fitted vinyl glazing bead.\*

INSIDE GLAZING that requires no putty, glazing skill, scaffolds or rigging.

REVOLUTIONARY method of integral extruded 45° angle glazing beads that completely eliminate torsion twist and ventilator deflection.

EXCLUSIVE double vinyl "Rabbit Ear" weather stripping that provides a three point contact for positive weather seal.\*

VENTILATORS RECESSED within the frame so they are not exposed to the weather at the jambs, head or sill.

NYLON ENCASED slide bar, nylon bushings and bearings eliminate all metal contact of moving parts.

\*Patents Pending

For the complete story write to nearest location where LEMCO windows are manufactured

AMERICA'S OLDEST RESIDENTIAL WINDOW MANUFACTURER



THE MOST COMPLETE LINE OF ALUMINUM AND STEEL WINDOW PRODUCTS

Jamestown, N. Y. McCOMB, MISS. Lafayette, La.  
(Executive Office)

# CROFT

**METAL PRODUCTS, INC.**

# MANUFACTURER NEWS

ATLANTA, GA.: The Southeastern division sales offices of the **Formica Co.** have been moved from suburban Decatur into a new building at 1370 Spring Street, N. W., here. Stanley J. Cartier is division manager. The Formica's Atlanta district office, of which Joe Vaughn is manager, is at the same address.

GREENSBORO, N. C.: The **Rosemary Designs Co.**, wrought iron specialists, have moved from their old quarters in an ORD barracks building here to a new brick warehouse at 728 Utility Street around the corner. Rosemary makes a line of ornamental iron table legs, TV set bases, and other specialties for Do-It-Yourself handymen. B. C. Troxler is president. Mrs. Troxler is office manager. Harry Parkinson is plant superintendent.

BALTIMORE, MD.: The **Evans Rule Co.** has appointed the **K. Lester Wilson Co.** as sales representative for its flexible steel measuring tapes. The Wilson firm's territory includes Virginia, West Virginia and western Maryland.

PHILADELPHIA, PA.: Clyde R. Dean Jr., former director of export sales for the materials handling division of the **Yale and Towne Manufacturing Co.**, has been made general sales manager. He has spent his entire business career in the materials-handling industry.

BEAUMONT, TEX.: Dudley L. Poe III has been transferred from Oklahoma to a new sales territory in Texas by the **Ruberoid Co.** A graduate of the University of Tennessee in marketing and advertising, Poe will travel Texas from his home in Beaumont.

HOUSTON, TEX.: J. M. Faulk is a new sales representative in the Dallas district of the **Ruberoid Co.** He has been appointed to cover the Houston territory. A native Texan, he sold building materials a number of years before joining Ruberoid.

KANSAS CITY, MO.: Louis Schaefer has been promoted to manager of the Kansas City office of the **Granco Steel Products Co.** He joined the company in 1953 and became a sales engineer in the Kansas City office.

ATLANTA, GA.: L. K. McCoy of Atlanta now represents **Bruning Brothers, Inc.**, paint, varnish, and enamel manufacturers, in Georgia and northern Florida. For over 25 years McCoy has traveled the Carolinas, Georgia, and Florida for two other paint firms.

DALLAS, TEX.: M. S. Stevenson has been named manager of the Dal-



## NEW FORT WORTH HOME OF SOUTHWOOD CORP.

This aerial view dwarfs the size of the new home of the Southwood Corp. in Fort Worth, Tex., makers of Amerwood. The new building contains 26,000 square feet of floor space. Future expansion is provided for by the four-acre site. Offices are paneled in all available finishes of Amerwood. Art Hauelsen is Southwood's president and general manager.

las office of the **Baker-Rauling Co.**, manufacturer of gas and electric materials-handling trucks. Formerly he was a district sales manager.

ATLANTA, GA.: H. L. (Hod) Armentrout has been made manager of the **Granco Steel Products Co.**'s district sales office in Atlanta. A subsidiary of the Granite City Steel Co., the firm has headquarters in St. Louis, Mo.

LEWISBURG, TENN.: The **Florence Stove Co.**, Chicago, Ill., has purchased a 25-per-cent stock interest in the Windsor Door Co. The Florence firm announced that plans are underway to transfer the manufacturing of the Won-Dor doors from the Gardner, Mass., plant to its plant at Lewisburg in March, 1957.

ATLANTA, GA.: The **Fry-Holbrook Co.** has been made a sales representative of the Evans Rule Co. for the Southeast. The company's territory includes Georgia, the Carolinas, Tennessee east of Nashville, and Florida west of Tallahassee.

G. Vestal, Vestal Lumber and Manufacturing Co., Knoxville, Tenn., and W. Temple Webber, Southern Pine Lumber Co., Diboll, Tex.

The group will advise the board of governors and will help spread the responsibility for activities and policies.

## Frame Screen Makers Push Standards Code

Wide industry support for standards of quality in commercial aluminum tubular frame screens was assured by action taken at the fall meeting of the Frame Screen Manufacturers Assn. in Atlantic City, N. J.

The code of commercial standards adopted by the association will be presented to the Aluminum Window Manufacturers Assn. at its meeting in Miami, Fla., next month with a request for adoption. Richard W. Winters, FSMA president and vice-president of the American Screen Products Co. of Miami, said:

"The Frame Screen Manufacturers Assn. now has 11 active member companies and eight associate member companies. The association's members account for substantially more than 50 per cent of the industry's production. This assurance of majority support in the industry, we feel, should speed acceptance of our code of standards by building contractors, window manufacturers, jobbers and dealers, and by the Standards Division of the U. S. Department of Commerce, the Federal Housing Administration, and

## SPIB Advisory Board

The Southern Pine Inspection Bureau has created a five-man Advisory Board, as a means of bringing the Bureau closer to the mills.

Serving on the board are R. S. Colson, Colson Lumber Co., Eutaw, Ala.; John M. McElrath, Jeffreys-McElrath Manufacturing Co., Macon, Ga.; Price Paschal, Price Paschal Lumber Co., Brandon, Miss.; Park

the Veterans Administration.

"The Frame Screen Manufacturers Assn. plans also to adopt a seal which members will use on screen frames. This will provide for consumers the kind of quality guarantee and protection that has been a principal objective of ethical frame screen manufacturers."

Active members of the association include American Screen Products Co., Miami; Columbia Mills, Inc., Syracuse, N. Y.; Consolidated Wire Products Co., Atlanta, Ga.; Perfection Metal Products, Birmingham, Ala.; Rudiger-Lang Co., Berkeley, Cal.; Ry-Lock Co., Ltd., San Leandro, Cal.; Southeastern Tool and Die Co., Inc., Birmingham; Vulcan Metal Products, Inc., Birmingham; Uni-Temp Products, Inc., McPherson, Kansas; Warren Supply Co., Miami; and L. S. Wilson Manufacturing Co., Chicago.

### Bauman and Agents Named by Penn-Akron

George Bauman, formerly sales manager of the Earle Hardware Manufacturing Co., has been appointed field sales managing representative of the Lock Division of Penn-Akron Hardware Corp., Woodside, N. Y.

James M. Southard and Sons of Decatur, Ga. have been appointed representatives of Penn-Akron's Lock Division for the states of Georgia, Alabama, and Tennessee.

The Bill Gaser Sales Co. of Tulsa will represent the company's lock and cabinet hardware divisions in Oklahoma and Fort Smith, Ark.



JOHN MINNER has been appointed sales manager for the Martin-Senour Paint Co.'s Southeastern division. He joined the paint firm in 1945 as a sales representative. Headquarters for the division are in Atlanta, Ga.

### Fred Hauserman Heads Producers Council

Fred M. Hauserman, 47-year-old president of the E. F. Hauserman Co., manufacturers of prefabricated movable interior walls, is the new president of the Producers Council. He succeeded William Gillett of Fenestra, Inc., at the annual fall meeting in Cleveland, Ohio, where the Hauserman firm is headquartered.

New vice-presidents of this national organization of building products manufacturers and associations are H. Dorn Stewart of the Arm-

strong Cork Co., first v.p., and Elmer A. Lundberg of the Pittsburgh Plate Glass Co., second v.p. T. D. Wakefield of the Wakefield Co. is secretary. Westinghouse's H. L. Cramer is treasurer.

Members of the PC board of directors include F. J. Close, Aluminum Co. of America; John E. Haines, Minneapolis-Honeywell Regulator Co.; Paul F. Keatinge, General Portland Cement Co.; William E. Kelly, Mosaic Tile Co.; J. F. Knoff, Chrysler Corp.; Henry E. North Jr., Arcadia Metal Products; Tyler S. Rogers, Owens-Corning Fiberglas Corp.; J. D. Rowland, Andersen Corp.; D. A. Rothrock, Rohm and

Season's  
Greetings

TARTER, WEBSTER  
& JOHNSON, INC.

Haas Co.; Paul B. Shoemaker, Masonite Corp.; Charles S. Stock, American Air Filter Co.; E. F. Walsh, Structural Clay Products Institute; and William E. Zipp, Ceco Steel Products Corp.

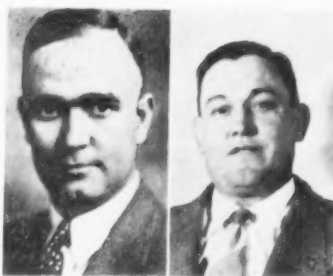
### Oklahoma Teamwork

"Bud" Wilkinson, coach of America's top football team — the University of Oklahoma "Sooners," officially ran the first billet through the second 1,250-ton extrusion press at the Oklahoma City plant of the Macklanburg-Duncan Co., manufacturers of building specialties.

With a tug at the control lever, the powerful coach started the first aluminum billet through the new press. It can exert 2,500,000 pounds of pressure to extrude many M-D famous metal building products.

### Carolina Metal Firm Bought by Pittsburgh Co.

The National Metal Products Company of Pittsburgh, Pa., has purchased the Carolina Metal Products Inc., Charlotte, N. C., one of the South's largest metal stamping operations. This represents the second major purchase for National



B. F. (FRED) STOUT, left, and JOHN M. TWISDALE are new salesmen in the State of Virginia for the Alabama Metal Lath Co. Stout covers southwestern Virginia from Roanoke headquarters. He joined the firm last March. Twisdale, who also joined the company last March, has been selling in Virginia since 1952. His territory includes eastern Virginia. He resides in Norfolk.

Metal since it obtained the Porcelain Metal Products Co. of Pittsburgh a year ago.

According to E. M. Rodenbaugh, National Metal president, this newly-acquired facility has a 35,000-square-foot plant located on two acres of ground. Operating as a separate division of National Metal

under the direct supervision of W. B. Chapman, Carolina Metal Products will continue to make cans for automobile oil filters, fireplace dampers, school bus stop signals, and other fabricated metal parts.

It will also gradually move into production of National Metal's line of weatherstripping products, aluminum siding, porcelain enamel building panels and signs to meet the increased demand for these products, Rodenbaugh said. He explained that expansion of facilities at the Charlotte plant is planned, including a possible addition to the building next year.

Officers of this new division of National Metal are E. M. Rodenbaugh, president and treasurer; W. B. Chapman, vice-president; Robert B. McKinley, secretary.

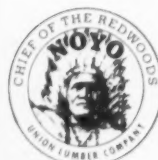
### Hancock Heads DFPA

B. V. Hancock, executive vice-president of the Cascades Plywood Corp. of Lebanon and Portland, Ore., has been named president of the Douglas Fir Plywood Assn. He will serve out the unexpired term of Howard Garrison, former vice-president of the Evans Products Co., who resigned after leaving the fir plywood industry.



## Season's Greetings FROM UNION LUMBER COMPANY

Inspired by the Spirit of Christmas, our wish for all our customers and other friends for all the world . . . is Cooperation—the key to Good Will on Earth.



Fort Bragg  
San Francisco  
Los Angeles  
Park Ridge, Ill.  
New York

Nearly Three Quarters of a Century of Fair Dealing

# Mule-Hide Dealers For 48 Years SAY "WOW" OVER 50TH YEAR PROGRAM



## Mule-Hide's GOLDEN ANNIVERSARY USHERS in an era of new products and new dealer selling helps

When J. W. Clemens (left) and his son (right), Mule-Hide dealers in Sparta, Missouri, for 48 years, saw the new Mule-Hide promotional materials they said, "That's the most!"

That's what all Mule-Hide dealers are saying about the colorful line folders, striking point-of-sale materials, attractive samples, new kind of roofing

color book . . . and other aids that are pulling in new prospects and making extra sales for Mule-Hide dealers.

That's what you, too, will say if you take a look at Mule-Hide's package, the most complete and effective set of promotional tools in the industry . . . So why don't you?

### ASK THE MULE-HIDE SALESMAN

He will be glad to show you the new Mule-Hide dealer promotion package . . . and the easy-selling new Mule-Hide products—like LUSTERGLAZE and LUSTERTEX Asbestos Siding, and TUFFSTONE Asbestos Wallboard that saws and nails like wood.

## THE LEHON COMPANY

Bellwood, Ill. • Wilmington, Ill. • Memphis, Tenn. • Cincinnati, Ohio • Houston, Tex.

Manufacturers of famous Mule-Hide "Town & Country", Thick Butt, Hex and "Safe-Lox" Asphalt Shingles; Roll Roofing and Asphalt Roof Coatings; "Lusterglaze" Glazed Asbestos Siding and "Lustertex" Asbestos Siding; "Tuffstone" Asbestos Board and Mule-Hide A. C. Wallboard; Bathroom Cabinets and Ventilating Fans, and other Quality Building Products for Fifty Years.

It's Mule-Hide's  
GOLDEN ANNIVERSARY



This is the year you can expect more and more from Mule-Hide . . . more new products . . . more dealer selling helps . . . more sales for you . . . backed by 50 years of industry leadership.

## Here's Why **ZEGERS** *Dura-seal*

**Provides the Most Effective  
All-Weather Protection!**



A "quality-built" house sells and Zegers Dura-seal provides visible and workable evidence of quality construction. It provides the best protection against cold, dust, draft, dirt, assures quiet, smooth "one-finger" window operation and lifetime trouble-free performance. Home buyers look for this kind of quality. See for yourself what a big difference it makes in home sales and profits. Here are just some of Dura-seal's outstanding features:



Self-Adjusting Jamb Member has a concave back surface providing flexibility that maintains a constant air seal and smooth window operation under all conditions.

Spring and Friction Provide Weather Protection and Easy Operation. Springs lift the window and friction of the jamb housing holds it at any desired position.



### **ZEGERS HELPS YOU SELL WITH**

- Advertising in LIFE Magazine
- Zegers' Booklet "What Every Home Buyer Should Know About Windows"
- Attention Getting Display Cards
- Window Stickers
- "Zegers Dura-seal" Embossed on the Parting Stop of the Equipment

Write today for complete information!

## **ZEGERS** INCORPORATED

8090 So. Chicago Ave., Chicago 17, Ill.

## **PRODUCT BRIEFS**

**INSULATING PANELS.** Bird and Son, Inc., Dept. SBS, East Walpole, Mass., announces full production of its new asbestosized insulating panels, Cypress Grain. Engineers selected a single perfect panel of cypress heartwood and sand-blasted it to bring out the rich texture of its design. Cypress Grain siding has the same texture and graining in six colors.

Write P524 on reply card, page 34.

**WALLPANEL ADHESIVE.** A light colored, rubber-base general purpose adhesive is announced by Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio. Called Marsh C-350, the adhesive is used with wallpanels, wood, wood products, decorative laminates, ceramic tile, various insulation materials, glass, metals, and certain types of metal. The open time at 75 degrees F. is 10 minutes.

Write P525 on reply card, page 34.

**FOLDING DOOR HARDWARE.** A line of hardware for wood folding doors is introduced by Leigh Building Products, Division of Air Control Products, Inc., Dept. SBS, Coopersville, Mich. It is particularly useful in modernizing and remodeling jobs. The hardware is made for doors of 2', 2'6", 3', 4', and 6' widths.

Write P526 on reply card, page 34.

**SLIDING GLASS DOORS.** The Frank B. Miller Manufacturing Co., Inc., Dept. SBS, Burbank, Calif., offers a line of sliding glass doors that are "windproof, rainproof, and dirtproof." The doors feature a continuous wool-pile weatherstripping at the head, sill, and closing jamb. Extruded aluminum members are made so that the weatherstripping has a continuous contact with the rollers and door guides.

Write P527 on reply card, page 34.

**NEOPRENE WEATHERSEAL.** E. I. Du Pont de Nemours and Co., Dept. SBS, Wilmington, Del., announces a neoprene weatherseal that fits snugly over a contour metal base flashing. The seal is leakproof, eliminates calking, absorbs vibration, and is resistant to sunlight and weather. The unit includes a seamless base of aluminum, copper, lead, or zinc-plated steel.

Write P528 on reply card, page 34.

**JOIST HANGER.** The F. D. Kees Manufacturing Co., Dept. SBS, Beatrice, Neb., announces a double-width heavy-duty joist hanger for 4x8, 4x10, 4x12, and 4x14 joists. Designated No. 9-2, they are made of galvanized steel.

Write P529 on reply card, page 34.

**PLASTIC TACKBOARD.** A tackboard with a plastic surface, which effects the maximum in self-sealing

properties, is announced by the United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y. Weldwood Tackboard has a facing of burlap weave, embossed Kalistron. This is a vinyl plastic sheet, with color fused to the underside. The 9/16-inch thick tackboard comes in four colors.

Write P530 on reply card, page 34.

**ALUMINUM CORNERS.** To meet a demand for a rustproof building corner with a clean, modern look, the Nichols Wire and Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa, has introduced a line of "Never-Stain" aluminum corners. A new carton opens up to become a display, holding five unit boxes or 500 corners. Thirteen sizes are available.

Write P531 on reply card, page 34.

**SHORT-SPAN FORM.** Milcor Rib-form is a permanent steel form for short-span concrete floor and roof slabs. A descriptive folder is offered, which includes maximum span and floor load tables, and data on lightweight insulating concrete roof slabs. Inland Steel Products Co., Dept. SBS, P. O. Box 393, Milwaukee 1, Wis.

Write P532 on reply card, page 34.

**EXPANSION SHELL.** The Bulldog "2-in-1" expansion shell of the special flush type, series 200, is now packaged by the manufacturer in seven standard bolt sizes. They range in size from 1/4" to 3/8". The Bulldog shells are a combination masonry drill and concrete anchor that can easily be installed with an electric hammer. J. D. Polis Manufacturing Co., Dept. SBS, 2900 West 26th Street, Chicago 23, Ill.

Write P533 on reply card, page 34.

**EXTRUDED PLASTIC JOINT.** Progress Unlimited, Inc., Dept. SBS, 15 West 44th Street, New York 36, N. Y., has introduced Plasti-Grip, a three-in-one joint used as an expansion joint, construction joint, or a waterstop. Made of extruded plastic, Plasti-Grip comes in continuous strips 100' long and 5" or 6" wide. It is cut with a knife and spliced on the job with a hot iron in minutes.

Write P534 on reply card, page 34.

**ELECTRIC TOOLS.** Two handy tools for home hobbyists or professionals have been introduced by the Sunbeam Corp., Dept. SBS, 5600 West Roosevelt Road, Chicago 50, Ill. A combination grinder-sander-honer features a 1.3-HP motor that turns a two-side 4" honing stone at 175 RPM. The sturdy table provides a flat work surface for any operation.

(Continued on page 67)

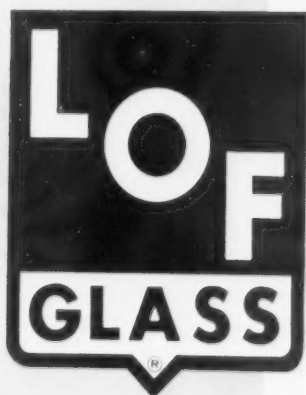


## *Easier* TO CUT

Wm. McClenaghan of Bryn Mawr (Pa.) Hardware is one of 28 out of 30 dealers who picked L-O-F window glass as easiest to cut in the "blindfold" test. Mr. McClenaghan test-cut four well-known *unidentified* brands of single-strength window glass. After running several cuts on each, here's what he said about L-O-F window glass (marked "D" in the test): "There's no stop and start in running a cut on *this* glass. Just run a light line and the glass snaps off clean . . . no splintering at all."

## *Easier* TO SELL

This L-O-F label identifies quality glass wherever it is seen. People *know* this label—it is appearing 216 million times in 1956 advertising alone! And every time it appears it adds to the already strong preference for L-O-F glass. This preference means faster, easier sales for you.



## *Easier* TO MERCHANDISE

This 37" x 13" transparent plastic window sticker reminds passers-by to stop in and get new window glass to replace broken panes. Get one now from your Libbey-Owens-Ford Distributor (listed under "Glass" in your phone book). Ask for WG-49. For further information, write to Dept. 70126, Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.



**LIBBEY-OWENS-FORD**

*the easy-to-cut* **WINDOW GLASS**



# Still more trade winners for you in BRADLEY'S MIXED CAR service



*With which we can load  
exactly what you need in...*

Arkansas Soft Pine mouldings, finish, siding, sheathing, shiplap, boards, dimension; Bradley Oak Flooring in standard strip and blocks, finished or unfinished; Oak Specialties in trim, mouldings, thresholds and glued-up panels.

Bradley Mixed Cars help keep your inventory up and your overhead down

• Let us quote •

**BRADLEY LUMBER COMPANY** *of Arkansas*  
WARREN, ARKANSAS

## PRODUCT BRIEFS

(Continued from page 64)

A new electric hand saw provides a  $\frac{3}{4}$ " stroke for faster, smoother cutting. Blades are available for cutting metals and plastics.

Write P535 on reply card, page 34.

**'CHECKERBOARD' FOLDING DOOR.** The American Bamboo Corp., Dept. SBS, Jamaica, N. Y., offers a folding door made of lightweight vertical wood slats, interwoven with colorful vinyl fabric to create a checkerboard effect. Called Wovyn-fold, the doors come in three colors — off-white, beige, and gray. They come in 13 stock sizes, plus custom-made sizes.

Write P536 on reply card, page 34.

**MASONRY DRILLS.** Star Expansion, Dept. SBS, 142 Liberty Street, New York 6, N. Y., announces a complete line of Rotrtwist spiral-fluted carbide masonry drills. The line includes four handy roll-up kits holding both standard and F types of drills from  $\frac{3}{16}$ " to  $\frac{3}{4}$ ". Individually packaged drills range from  $\frac{1}{8}$ " to  $1\frac{1}{2}$ ".

Write P537 on reply card, page 34.

**SCREEN CLIPS.** The Gries Reproducer Corp., Dept. SBS, 125 Beechwood Avenue, New Rochelle, N. Y., announces new spring clips in  $\frac{5}{16}$ " and  $\frac{7}{16}$ " sizes. The No. 2 clip now comes in eight basic sizes to accommodate frame thicknesses from flush to  $\frac{1}{16}$ ",  $\frac{1}{16}$ " to  $\frac{5}{32}$ ",  $\frac{5}{32}$ " to  $\frac{5}{16}$ ",  $\frac{5}{16}$ " to  $\frac{15}{32}$ ",  $\frac{15}{32}$ " to  $\frac{3}{4}$ ",  $\frac{3}{4}$ " to  $\frac{25}{32}$ ",  $\frac{25}{32}$ " to  $\frac{15}{16}$ ", and  $\frac{15}{16}$ " to  $1\frac{1}{16}$ ".

Write P538 on reply card, page 34.

**DECORATIVE "BRICK."** The E-Z decorative brick is an authentic brick-textured cork material introduced by the E-Z Decorative Brick Co., Dept. SBS, Minneapolis 8, Minn. It is easily applied to any interior surface by an unskilled person with the aid of the E-Z Magic template, which aligns the "bricks." E-Z Brick can be painted any color and imparts insulating qualities of cork.

Write P539 on reply card, page 34.

**CONCEALED FLASHING.** Spando is a concealed flashing product for both masonry and frame construction. It is cross-corrugated for quick drainage, and it allows for expansion and contraction at all temperatures. Made of a non-ferrous alloy of zinc, chromium, and copper, Spando can not discolor even white paint. Cheney Flashing Co., Dept. SBS, 623 Prospect Street, Trenton, N. J.

Write P540 on reply card, page 34.

**'LOCKING' SHINGLES.** Inselock aluminum roof shingles are made weatherproof by locking on all four sides. In laboratory and home tests,

a fire hose held at close range couldn't force water through the Inselock shingles. In winter, they reflect most of the heat back into the home. Jones and Brown, Inc., Dept. SBS, 439 Sixth Avenue, Pittsburgh 19, Pa.

Write P541 on reply card, page 34.

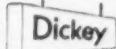
**METAL LATH CUTTER.** The Porter 6-TL metal lath cutter is a one-hand cutter for cutting cold-rolled channels, steel studs, metal lath of various types, base screeds, picture molds, casings, and studs. The toggle-joint principle of the cutter mul-

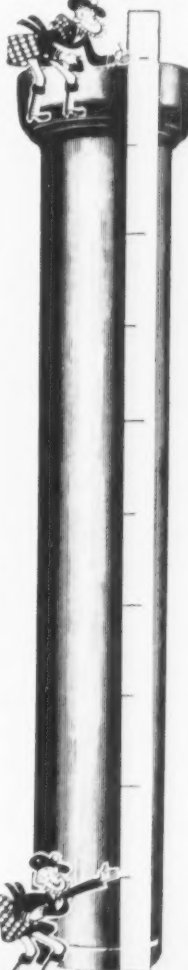
tiplies cutting power of this lath cutter. H. K. Porter, Inc., Dept. SBS, Somerville 43, Mass.

Write P542 on reply card, page 34.

**LP TORCH TOOLS.** Turner Brass Works, Dept. SBS, Sycamore, Ill., offers a combination of LP torch tools in a metal chest. The new combination is designed as a "four torch tools in one" with burner tips to meet every application. It contains one regular Turner torch, one heavy-duty burner, one chisel soldering tip, and one flame spreader.

Write P543 on reply card, page 34.

Another good reason why it pays to be a  Dealer



# LONGER

## Dickey Perma-Line<sup>®</sup> Pipe to lay faster, economical house sewers

Longer Dickey vitrified salt-glazed clay sewer pipe for house connections is now made at all of the W. S. Dickey Clay Mfg. Co. plants. Your customers can lay tighter, better house sewers . . . faster and more economically. They save because there are fewer pieces of pipe to handle and less joints to make — with Dickey Perma-Line Pipe. These savings to customers can be converted into profits for dealers who carry the complete line of Dickey Perma-Line Pipe and Dickey Products.

Providing improved sanitation for better living

**W. S. DICKEY**  
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., Meridian, Miss.,  
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary  
Salt-Glazed Clay Pipe**

ALWAYS IN DEMAND

If it's made of clay it's good . . . if it's made by Dickey it's better

# PRODUCT PARADE

## BUILT-IN RANGE



The Oakland free-standing oven-broiler and four-burner range units (gas or electric) are designed for island or built-in installation. They are made by the Oakland Foundry Co., Dept. SBS, Florida and A Streets, Belleville, Ill.

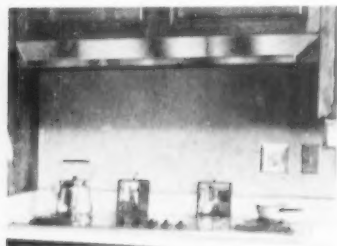
The fully automatic oven is either 16" or 20" wide, with an observation window and inside light. In electric models, oven and broiler can be used at the same time. The entire unit is insulated for cool sides and top.

A choice of colors includes satin chrome door panels with bright chrome frame; polished copper frame with porcelain panels of simulated oxidized copper; bright chrome frame with panels in white, yellow, pink, pastel green, or black.

Write P544 on reply card, page 34.

## VERSATILE RANGE HOOD

Mono Hood, Inc., Dept. SBS, 717 North May Street, Geneva, Ill., offers a kitchen range hood of any length through 42" and any width through 14" — made to order on



a production basis without extra charge. Mono Hood's flexibility includes varying lengths, widths, size and location of cut-outs at the top

of the hood and a 45-degree face on any or all sides.

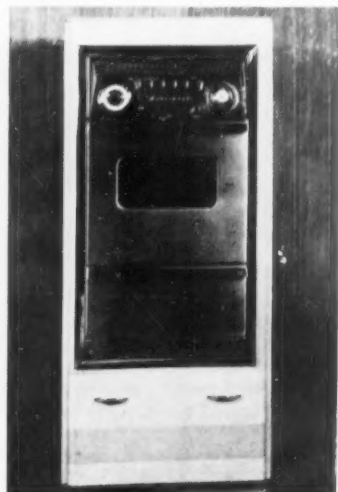
Other features are attached filters, drip tray, full top, baffle plate, lights and switches, copper or stainless metal, fans, and plates for sides of cabinets or back wall.

Write P545 on reply card, page 34.

## ADAPTABLE OVEN CABINET

The Carr, Adams and Collier Co., Dept. SBS, Dubuque, Iowa, offers a cabinet oven unit that is adaptable for 60 different gas or electric built-in ovens.

The Bilt-Well cabinet oven unit No. 27-02 is waist high. Below the oven is a drop-down door to hold kitchen utensils. An accessory drawer fits beneath short oven units.



The oven cabinet is made of clear, kiln-dried ponderosa pine, sanded satin-smooth and furnished semi-assembled.

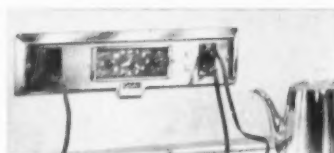
Write P546 on reply card, page 34.

## APPLIANCE OUTLETS

The Globe Electropanel is a panel of electrical outlets for kitchen appliances such as toasters, coffee pot, and mixers. It is made by the Globe American Corp., Dept. SBS, Merchandise Mart Plaza, Chicago 54, Ill.

The Electropanel converts 220-volt current to regular 110-volt service, permitting homemakers to use four electric appliances at one time without danger of overloading circuits.

Designed primarily for the kitchen, the unit can be installed in



recreation rooms and porches. One outlet is timed and controlled by an electric clock in the center of the Electropanel.

Write P547 on reply card, page 34.

## ELECTRONIC RANGE

An electronic oven and surface unit, which prepare meals in minutes, have been brought out by Westinghouse, Dept. SBS, Mansfield, Ohio. Foods can be cooked in the dishes used for serving.

The electronic model cooks with microwaves. When the microwaves strike food, it absorbs and converts them into heat. The oven also can re-fresh foods. Stale bread can be restored to its original bakery freshness after a few seconds in the oven.

The surface unit consists of a tiny ceramic bead no longer than a pin head and two "whiskers" — platinum-iridium wires.

Write P548 on reply card, page 34.

## WOOD GRAIN PANEL

An interior hardboard panel in a distinctive wood-grain pattern called Masonite Seadrift has been introduced by the Masonite Corp., Dept. SBS, 111 West Washington, Chicago 2, Ill. The panels are available in 4' widths and lengths from 8' to 16'.



Incorporating random grooves and grooved butt joints, the panels are of 1/4" Tempered Presdwood, with an embossed surface. Grooves are spaced at intervals ranging from 4" to 7 1/4".

Seadrift can be installed over a stud wall or furring strips, or over a solid, firm wall with tileboard adhesives.

Tone-on-tone effects can be

achieved with two coats of paint in the same manner as on wood paneling.

Write P549 on reply card, page 34.

## WOOD KITCHEN CABINETS



A line of wood kitchen cabinets in either birch or Philippine mahogany is announced by the Morgan Co., Dept. SBS, Oshkosh, Wis. The cabinets are flush type, adaptable to every style of architecture.

The cabinet doors are stable against dimensional changes under all climatic conditions. Door pulls are polished chrome on the birch cabinets, polished brass on the mahogany.

Each unit is shipped with complete assembly instructions.

Write P550 on reply card, page 34.

## BUILT-IN REFRIGERATOR

A line of built-in refrigerator-freezer units has been introduced by the Norris-Thermador Corp., Dept. SBS, 5215 South Boyle Avenue, Los Angeles 58, Calif., makers of the Thermador Bilt-in range.

The large 14.2 cubic foot Thermador Bilt-in refrigerator-freezer occupies no more space than a conventional refrigerator. The separate freezer compartment stores up to 140 pounds. The pull-out shelf is a new feature for frozen desserts and ice cream.

Write P551 on reply card, page 34.



## SMOOTHER WALLBOARD

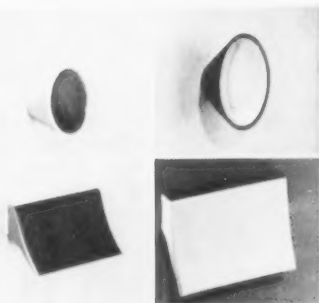
The Upson Super-Bilt panel is a waterproofed and super-smooth surface board for interiors. It is announced by the Upson Co., Dept. SBS, Lockport, N. Y.

The panel is laminated from six piles of wood fiber to a thickness of about  $\frac{3}{8}$ ". A vapor barrier is applied on the back for use on the inside face of exterior walls and a standard back for application on partitions. The panels come in sizes 8' wide and in lengths up to 20'.

Upson's new "phantom" tape system provides walls without visible corner moldings.

Write P552 on reply card, page 34.

## TWO-COLOR HARDWARE



As a really new approach to cabinet hardware's double function of operating and decorating cabinet doors and drawers, Washington Steel Products, Inc., Dept. SBS, Tacoma 2, Wash., has introduced the "Tempo" line.

The line combines a velvety black with polished bronze, brass, or copper in two styles of pulls. It features two sizes of fitted cones and knobs and two sizes of rectangular pulls and plates. Parts for each type and size are interchangeable. This permits a range of alternate color possibilities.

As another decorative idea, decorative laminate plates, such as plastics to match counter tops, can be fitted into the cones.

Write P553 on reply card, page 34.

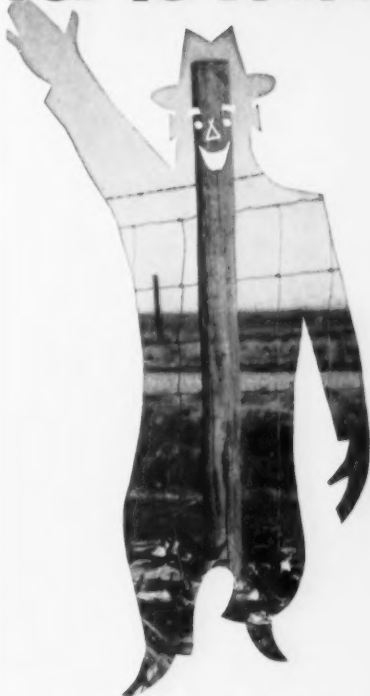
## DRAWER SLIDES

The Grant Pulley and Hardware Corp. Dept. SBS, 31-85 Whitestone Parkway, Flushing 54, N. Y., announces the No. 300 Sliderite drawer slide and the No. 320 self-contained slide.

The Sliderite slide was especially designed for store fixture manufacturers, cabinet and furniture makers. This model 300 requires only  $\frac{1}{2}$ " space at the sides. It has a built-in non-mechanical stop to halt the drawer safely. It operates smoothly on nylon rollers.

The No. 320 self-contained, tilt-

## HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "lifetime" products—

### CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

POSTS • POLES • PILING  
LUMBER • CROSS ARMS • TIES  
WOLMANIZED® DOUGLAS FIR LUMBER  
UNTREATED FABRICATED TRUSSES

629 W. Bldg.  
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3402 McFarlin St.  
Dallas, Texas  
P. O. Box 192  
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410 T&P Pass.  
Station Bldg.  
Ft. Worth, Texas  
415 New Moore Bldg.  
San Antonio, Texas  
Leonhardt Bldg.  
Okla. City, Okla.



There is No Substitute  
For The L-B Brand

**The Long-Bell  
Lumber Company**

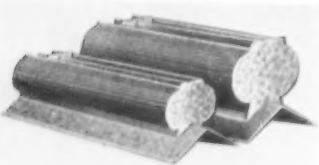
Established 1875 • Kansas City, Missouri



proof drawer slide requires no outside support rollers. Ball bearings are located on an inner channel, assuring smooth operation.

Write P554 on reply card, page 34.

### BARN VENTILATORS



The Ridgolator is a ventilator for the ridge of barns and farm buildings. It is produced by the Klauer Manufacturing Co., Dept. SBS, Dubuque, Iowa.

The Ridgolator comes 10' long in two sizes, with 6" and 9" opening. The number of lengths depends on the size of the building.

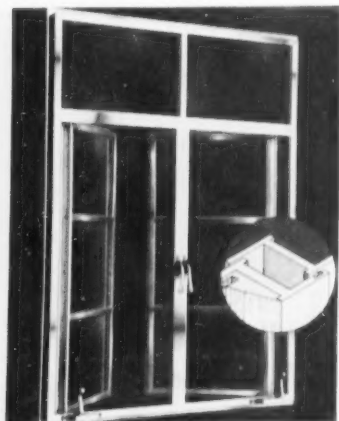
Since no supporting framework is required, labor costs are kept to a minimum. The units provide even distribution of fresh air throughout the building without drafts.

Write P555 on reply card, page 34.

### ALUMINUM CASEMENT

Ware Laboratories, Inc., Dept. SBS, P. O. Box 37, Riverside Station, Miami, Fla., has started production on a completely weatherstripped aluminum casement window.

The window retains the wide-two-point metal-to-metal contact of the



old style it replaces. In addition, a strip of premium vinyl gives triple protection from air and water infiltration.

Write P556 on reply card, page 34.

### PLASTIC VAPOR BARRIER

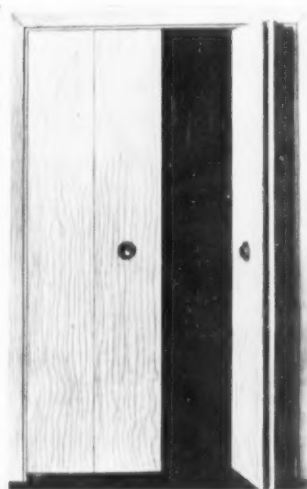
Deltafilm is a pure polyethylene film for permanent moisture vapor protection in construction. It is made by the Delta Co., Dept. SBS, 333 West 24th Place, Chicago, Ill.

This plastic film will not rot, is unaffected by age and moisture, and is extremely lightweight, strong, and easy to handle. It is used in walls, ceilings, under concrete slabs, and in crawl spaces as a vapor and water barrier. It also makes an ideal protective covering.

Write P557 on reply card, page 34.

### STEEL FOLDING DOORS

Stylecraft, Inc., Dept. SBS, 27940 Grosbeck Road, Roseville, Mich., has introduced Clear View folding doors



of durable steel. They also are available with surfaces of mahogany or birch veneer, which is permanently bonded to steel to eliminate warpage.

The doors are shipped from the factory assembled for installation in 10 minutes. They are coated and can be painted to match the room.

Stylecraft doors come in opening sizes of standard width from 2 to 6 feet, and in 6'3" or ceiling heights.

Write P558 on reply card, page 34.

### SHADOW-LINE SIDING

The United States Gypsum Co., Dept. SBS, 300 West Adams Street, Chicago 6, Ill., announces Shadow Accent Glatex, a siding product with a "built-in" shadow line.

The asbestos siding has a deep

shadow line color-toned on each shingle. The straight-grained vertical texture of the shingles produces continuous lines around the house.

The shingles are made in five colors — green, white, brown, ivory, and gray. They are washable, highly fire and weather resistant, and their application tightens the wall.

Write P559 on reply card, page 34.

### DECORATE GARAGE DOORS



Visador prefabricated light inserts for garage and other types of overhead doors permit "glamorizing" at low cost. They are made by the Visador Co., Dept. SBS, P. O. Box 10312, Dallas, Texas.

These overhead door lights are built of quality hardwoods with mitered moldings and firmly secured at the corners for rigid construction. No extra charge is made for special sizes.

Write P560 on reply card, page 34.

### PRE-FAB FIREPLACE

Acorn Designs, Inc., Dept. SBS, Concord, Mass., offers several models of free-standing, pre-fabricated fireplaces.

These units can be attached to the wall, with flue running up the inside of the wall out of view. They also can stand on legs — with the pipe becoming a decorative part of the unit.

The units are especially suitable for vacation cottages or inexpensive homes. They have the added advantage of assuring fullest heat from burned wood or coal — no wasted heat is lost up a large chimney.

Write P561 on reply card, page 34.





## Dr. Smith to Address Ornamental Iron Meet

Dr. George Cline Smith, noted economist and vice-president of the F. W. Dodge Corporation, will be guest speaker at a national convention of ornamental iron manufacturers January 17-19, 1957. The meeting will be held in Memphis, Tenn., at the Claridge Hotel. It is being sponsored by the Tennessee Fabricating Co., which is said to be the world's largest maker of ornamental iron exclusively.

The purpose of the three-day get-together will be to assist the manufacturer in merchandising his ornamental iron products in this fast-growing market which is becoming more grille-work conscious. Advertising, sales promotion, and shop procedures will be discussed.

## KITCHEN PROSPECTS

(Continued from page 50)

see to it that all new contractor customers are made familiar with the advantages of buying kitchen equipment from Peninsular.

As a result of this aggressive promotion, the Peninsular Builders Supply Company has sold "several hundred complete kitchens" this year in the St. Petersburg area.

When a builder can not be sold a complete kitchen, Peninsular salesmen have worked out a new approach that has paid off handsomely. They go ahead and place appliances in the kitchen, along with whatever cabinets the builder has selected, on consignment. The customer sees a complete Hotpoint kitchen, with either built-in range or another deluxe range, refrigerator with freezer, dishwasher,

washer, dryer, and possibly a disposal unit.

If the customer wants the complete kitchen and can not pay for it immediately, or can not add it to the cost of the house because of a larger down-payment requirement, the Peninsular firm makes separate arrangements.

Another selling point stressed is a guarantee of one year's free service on all appliances.

The Peninsular firm makes use of cooperative advertising programs offered by manufacturers. Newspaper advertisements and

local TV help promote the company's kitchen equipment to consumers. This is an appealing fact to builders, since a consumer sold on Peninsular products will be more "sold" on the quality of the home he is considering buying.

In May, 1955, the company switched from catering almost entirely to builders to doing a bigger job of promoting appliance sales to individual consumers and the drop-in trade.

For these home-owners and renters, the firm advertises buying "with no down payment."

here's your \*FREE



\* This attractive shutter display is **FREE** with purchase of \$94.50 stock of Fit 'n' Finish shutter panels (Retail \$146.75). Stock includes:  
4/8" x 33" — 4/8" x 37"  
8/9" x 37" — 4/9" x 61"  
1/ #1 Hardware Kit  
4/ #2 Hardware Kits  
Any quantity of shutters available without display, of course.

**SaleScenter**  
SHUTTER DISPLAY  
to help you  
**SELL MORE**

**Wing-Line**  
Fit 'n' Finish  
SHUTTERS

It's a real "SaleScenter" . . . a "bird dog" for finding interior shutter prospects! It puts shutter panels and hardware on display, where they can be seen, handled and bought! Sales literature and retail prices also are right there to help make the sale. Display fits flush against wall. 77" high, 33" wide, 24" deep. Heavy masonite and wood construction. Long lasting finish in green and black.

• **MAKE \$52.25 PROFIT ON INITIAL STOCK WITH DISPLAY.**  
Replacement panels at regular dealer discounts.

**The Sam A. Wing Company, Inc.**

P. O. Box 4745  
Dallas, Texas

Please ship me the "SaleScenter" display with stock of Fit 'n' Finish shutter panels and hardware @ \$94.50. Jobber inquiries invited.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

# DEALER NEWS

## ARKANSAS

**JONESBORO:** One of the most prominent partnerships in the retail building material industry was dissolved November 1 when William Stuck took over the interest of Charles Stuck in the Stuck Brothers Lumber Co. Charles Stuck sold the business so he can devote all of his time to work for the Methodist Church.

**FAYETTEVILLE:** William L. Bunch has retired from active interest in the Kelley Brothers Lumber Co. For the last few years he has been executive vice-president, secretary-treasurer, and general manager of the company. James B. Phelps of Bentonville has bought into the business and plans to move to Fayetteville in January. He also is co-owner of the Phelps-Powell Lumber Co. at Rogers and Bentonville.

**CLARENDON:** Joe Evans has opened the Evans Lumber and Supply Co. here. He stocks a full line of building materials and provides ample parking space for his patrons. He has been in the lumber business for 20 years.

## FLORIDA

**PENSACOLA:** A new lumbermen's group has been organized — the Building Material Dealers of Greater Pensacola. George F. Simpson Jr. is president; Robert D. Bonham, vice-president, and R. S. Quina, secretary-treasurer. Directors include Henry H. Cary and H. C. Dove.

**JACKSONVILLE:** T. L. Howell Jr. and Robert D. Morris are chief officers of the new Northside Bank of Jacksonville. Howell, president of the Bond-Howell Lumber Co., is chairman of the board of directors of the bank. Morris, president of the Carolina Lumber Co., is acting bank president and a director.

## TEXAS

**CHILTON:** The former Cameron and Co. lumber yard at Chilton is now the Nalley, Bray Co. The firm was operated under the old name for 43 years, most recently by the Certain-teed Co. which bought the vast Cameron chain of yards several years ago. The new owners are J. R. Nalley, Woodson Bray Sr., and his brother, Allen Bray.

**PLAINVIEW:** Charles Stewart, manager of the Long-Bell Lumber

Co. at Ulysses, has been transferred to Plainview. He served in Ulysses over three years before his promotion to the Plainview managership.

**FORT WORTH:** A fire at the T. B. Britt Lumber Co. resulted in loss of three trucks, two warehouses, two sheds, and much of the stock. Damage was estimated at between \$60,000 and \$70,000.

## GEORGIA

**ATLANTA:** The Hardin Supply Co. is now located in its own new building at 590 Travis Street, N. W., here. Proprietor L. Sage Hardin said lack of parking and the antiquated building at the old North Avenue address prompted the move.

## TENNESSEE

**MARYVILLE:** Frank Layman, formerly general manager of the Park Lumber Co. here, has accepted a position as treasurer of Maryville College. He was born on the campus of Tulane University, where his father was purchasing agent and his mother was dietitian, so he is familiar with campus life. He previously worked for the Blanc and West Lumber Co. in Jefferson City, Tenn.

## MISSISSIPPI

**JACKSON:** Slaton (Doc) Crawford has joined the appliance department of the Jackson Lumber Co. He has been with an appliance firm in Jackson for the last six years.

## KANSAS

**CANEY:** Glen Seaver has sold his interest in the O. E. Woods Lumber Co. to James W. Odom of Welch, Okla. Odom has moved to Caney to assume active managership of his company. He has managed the Woods firm in Welch for 14 years.

**LEOTI:** New manager of the Foster Lumber Co. in Leoti is Ray Smith. He had been in charge of the Foster yard in Jennings for nearly three years.

**LOUISBURG:** Howard Suess is new manager of the Hicks-Brown Lumber Co. here. He is assisted by Otto Scherlinger.

**SCOTT CITY:** Ted Immes has moved from Garden City to manage

the McAllister-Fitzgerald Lumber Co. He succeeded Von Brenner, who resigned to move to the west coast.

**CONCORDIA:** John Hooker, manager of the Sanborn Lumber Co., has been elected president of the Concordia Chamber of Commerce.

**CANTON:** The E. R. Burkholder Lumber Co. has a new store front. It is part of a long-range modernization program started several months ago when the office and store were moved to a larger building.

## MISSOURI

**REA:** New owner of the Richardson Lumber Co. here is Dwight Hall, owner of the Hall Lumber Co. in Savannah, Mo., and veteran association leader. Wallace Kent continues as manager of the Richardson yard, a position he has held for 16 years. Hall said the Richardson stocks of materials and supplies would be enlarged.

**MARSHALL:** W. H. Nichols, manager of the Long-Bell Lumber Co. yard in Burlington, Kan., since March 1, has been transferred to the Marshall yard.

## OKLAHOMA

**OKMULGEE:** The Jack Bell Lumber Co. was destroyed by fire recently. The firm's property included about three-fourths of a city block. The fire loss was estimated at \$200,000.

**MIAMI:** An estimated \$80,000 damage was caused by fire at the Walter Schmidt Building Supply Co. The buildings were totally destroyed, along with the lumber stock, resulting in a \$50,000 loss. Another \$30,000 loss was sustained by destruction of farm vehicles stored in the yard.

**EL RENO:** Verne Roberts, manager of the Long-Bell Lumber Co. branch here, recently received his 20-year service pin. He started with the Long-Bell yard at Tulsa and became El Reno manager in 1949.

## KENTUCKY

**LOUISVILLE:** The Dulaney Plywood Corp. has created a new retail department, known as the Building Materials Division. Embury C. Rucker is general manager and William F. Straub is sales manager.

**MOREHEAD:** Bob Wells has sold his interest in the Homer Gregory Lumber Co. to his three partners — Homer Gregory, Clester Armstrong, and Otto P. Carr.

## OBITUARIES

**VERNON K. HURD**, 60. Owner, Hurd Lumber Co., Houston, Tex.

**HENRY WYATT DARBY**, Owner, Darby Lumber Co., Memphis, Tenn., and lumber interests in Tennessee, Mississippi, and Louisiana.

**JOHN BOYD THOMAS**, 60. Vice-president, Atlanta Oak Flooring Co., Atlanta, Ga.

**WALTER G. LITTLE**, 83. Manager and later owner, Jarbalo Lumber Co., Jarbalo, Kan.

**S. E. (SKEET) WILLIAMSON**, 88, at Collins, Miss. Retired Bird and Son, Inc., representative in western Tennessee, Arkansas, and Mississippi.

**ROBERT W. LEA**, 70. Retired president, Johns-Manville Corp., New York, N. Y.

**THOMAS IRBY DALTON**, 59. Lumber dealer of Princeton, Tex.

**CLYDE M. EVANS**, 60. Carolinas salesman for the Oconee Clay Products Co.

## Clay Products Dealers Form U. S. Association

The National Association of Distributors and Dealers of Structural Clay Products has been organized to push sales of burned clay products and to maintain a closer liaison with the manufacturers of these products through the Structural Clay Products Institute, according to the new group's president. He is Harry M. Spaulding of the Spaulding Brick Co., Boston, Mass.

Other officers of the National Assn. of Distributors and Dealers of Structural Clay Products are Durwood L. Boeglen, vice-president, and John Donohue III, secretary-treasurer. Boeglen is an official of the Cushman Brick and Supply Co. in Washington, D. C. Donohue's firm is Corning-Donohue, Inc., St. Paul, Minn.

Starting with a nucleus of 20 firms, the NADD held its second meeting at Boca Raton, Fla., November 13, in conjunction with the convention of the Structural Clay Products Institute.

"With the steadily rising construction market we are witnessing in these post-war years has come a challenge from competitive building materials," Spaulding declared. "We feel that the brick and tile industry is making good progress in meeting this challenge both by improving its production and its plant capacity. For example, production was up 14 per cent last year and plant capacity rose more in proportion in the last two years than any other major building material."

## Boosts FHA Housing Program for Old Folks

Arthur W. Sherwood, director of the Federal Housing Administration in Maryland, is away on a 90-day traveling assignment to assist in getting housing for the elderly underway across the country.

FHA Commissioner Norman P. Mason said that Sherwood will work with staffs of FHA's principal field offices to be sure that they fully understand how the agency's new program for housing older people works.

Labor unions, fraternal societies, veterans organizations, and church groups in every area of the country should be fully informed, Commissioner Mason said, about the provisions which FHA now makes available to help non-profit sponsors provide housing specially designed for people 60 years old or older.

## 4,000-Year-Old Trees

Dr. Edmund Schulman, of the University of Arizona, claims to have discovered the "world's oldest living things" — three small bristlecone pines high in the mountains near Bishop, Calif.

Dr. Schulman estimated that they are 4,000 years old, based on detailed countings of the pine trees' rings under the microscope. The trees grow to a maximum height of only 30', with trunks from 25" to 50" across. Trunks grow just an inch across in from 150 to 200 years.

The giant sequoias of California, claimed to be the oldest in the past, are about 3,000 years old.

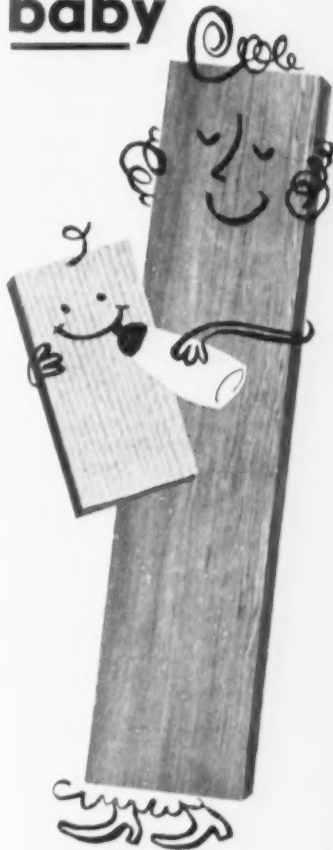
## Self-Tightening Nut Developed in England

An English manufacturing firm has developed a new type of nut said to tighten instead of loosening under vibration.

Made by Guest, Keen and Nettlefolds Ltd., Birmingham, Eng., the nut comprises a stack of resilient metal discs assembled by a special manufacturing process in a hollow nut body. When first screwed onto the bolt, the nut is free moving. But as the nut is tightened against the abutments, the stack of conical discs undergoes axial compression.

Outer edges of the discs are forced slightly outward and stretched, but are supported by the nut body acting as a pressure ring. The inner edges of the discs are shortened by the deflection until their threads contact both flanks of the thread of the bolt under pressure. Vibration increases this pressure.

## Redwood is our baby



... as it has been for over 90 years! All Hobbs Wall Redwood is handled with great care from milling through shipping.

It's your best buy—size for size, grade for grade.

Ask Your Wholesaler or Commission Man.

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GARfield 1-7752 • Teletype SF-761



Hobbs Wall is Exclusive Distributor for  
**WILLITS REDWOOD PRODUCTS CO.**  
A CRA Mill



### MOVABLE SHUTTERS

This "Sale Scenter" display shows Wing-Line Fit 'n' Finish interior movable shutters.

Designed to show several panel sizes, the display permits customers to handle the shutters and see how easily and smoothly they operate. Photographs on the panel show suggested uses.

Hardware for installing the shutters is hung on the display in kits of clear plastic for easy visibility. Take-home literature also is provided.

**Contact:** Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas, Tex.

### PLYWOOD CATALOG

The 1957 catalog of the Douglas Fir Plywood Assn. covers fir-plywood grades, specialty products, and application data in condensed tabular form.

For the first time this catalog includes three pages of structural drawings that describe recommended uses for floor construction, wall sheathing, roof sheathing, and various other applications.

**Contact:** Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

### PLYWOOD DISPLAY



This portable jack-in-the-box unit is available for loan to dealers to show Georgia-Pacific plywood pan-

## SILENT SALESMEN

elings. It is designed for use at home-building shows, home-furnishing shows, decorating and architectural shows, and at county and state fairs.

Across the apron front of the booth are large samples of four panels. The upper half of the exhibit booth is devoted to displays of pre-finished hardwood panelings.

The unit packs into a carrying case 10'3" by 4'. It opens up to an exhibit 10' wide, 8' tall, and 5' deep.

**Contact:** Georgia-Pacific Plywood Corp., Dept. SBS, 270 Park Avenue, New York, N. Y.

### ADHESIVE MERCHANDISER

The "Weldwood Adhesive Center" offers a glue for every purpose. A chart on the display unit supplies general information concerning the character of glue to be used for



specific projects, setting time required, whether clamping is necessary; its resistance to water, amount required for sufficient coverage, and color.

This chart also tells which types of glue are adaptable to specific bonding problems, such as plastic to wood or rubber to wood.

The unit holds a good stock of all four Weldwood adhesives.

**Contact:** United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

### MASONRY HOME PLANS

"225 Block Masonry Homes," selling for \$1, is a plan book designed to boost dealer sales of masonry materials.

The styles are particularly suited to sections where this type of con-

struction is most popular, but they also vary in design to fit any section. A set of plans sells for \$35 or \$50, depending on design. An itemized list of materials, typical plumbing and sewage disposal diagram, typical wiring diagram, and specifications are available for \$5 each.

**Contact:** Home Building Plan Service, Dept. SBS, 2454 N. E. Sandy Boulevard, Portland 12, Oregon.

### COLOR HARMONY

"Unlock the Door to A New World of Color" is a booklet that suggests to homemakers the value of developing a long-range color plan before decorating.

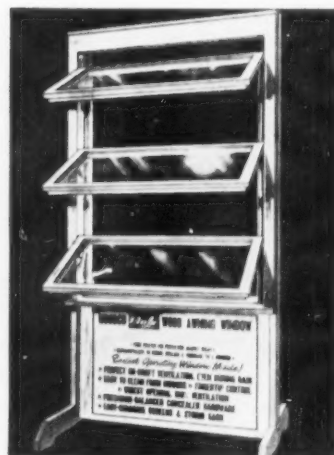
For various exteriors and interiors, the booklet suggests interior colors for rugs, walls, and furniture, to blend with exteriors of certain roof, wall, and trim colors.

In a separate, colorful brochure, Martin-Senour reports on the intensive publicity and advertising campaign it is waging. The title is "They're buying Martin-Senour because they know Martin-Senour."

**Contact:** Martin-Senour Co., Dept. SBS, 2500 S. Senour Avenue, Chicago, Ill.

### WINDOW DISPLAY

The Woodco E-Zee Loc wood awning is easily demonstrated with this compact floor display. The customer can test for himself its ease of operation and visualize its appearance in his home.



The display measures 40" wide, 30" deep, and 82" high.

**Contact:** Woodco Corp., Dept. SBS, Box 31, North Bergen, N. J.

## PARTY OR GIFTS?

(Continued from page 39)

The company makes all arrangements for entertainment, furnishes a banquet-style meal, and refreshments. "The idea seems to get more popular every year," Whelan declared.

On the other hand, the E. B. O'Brien Lumber Company finds that carefully selected gifts at Christmas create more good-will for the firm, particularly since it caters to home-owners more than some businesses do. And since women direct the spending of a large part of the family budget, the presents usually have an appeal for women, too.

A recent check shows that customers who received gifts four years ago still use them and still buy lumber, hardware, and paint from O'Brien.

Vince Hanlon, general manager, developed the plan in 1953. He chooses gifts that cost from \$5 to \$15 wholesale — and preferably gifts that can not be bought in most stores, such as hand-made or imported items.

When the gift lends itself to such treatment, Hanlon has a brass plate attached, to give the name of the company and the year. This was done on the gifts he presented to wives of his customers in 1953, a chopping block and cleaver, worth about \$7.50. All of these presents are still in use and the plate still reads "O'Brien Lumber Company."

Since then Hanlon has presented his customers with such interesting items as hand-carved wood imported salad sets, followed the next year by the salad bowl.

Not all gifts are alike even for the same year. They are selected somewhat on the basis of the customer's purchases for their own use. For instance, this year Hanlon bought a limited number of carving sets—a hand-made imported item that would sell for about \$30 retail but which costs him about \$15. These will go to a few customers who had never bought from the O'Brien company before. Typical of such customers is a couple who bought all the material for a new home, including interior paints and many other interior items besides the basic building materials.

Other customers will receive stainless steel sets, billfolds of im-

ported leather, and other items.

Keeping tab on some of the activities of his customers helps Hanlon to decide what presents to give. When he knows a mother makes clothes for several children, he sometime gives a pair of Swiss pinking shears. He still gives tools to carpenters, such as saws and tape measures. But now most of the emphasis is on the housewife. He spends about \$300 a year for Christmas presents and buys them in June.

Another great advantage in Hanlon's system of rewarding good

customers is his delivering them in person. This delightful chore takes about two weeks before Christmas, sandwiched in between other tasks.

Hanlon got the idea of giving really nice presents from the idea that cheap "give-away items soon become throw-away items." He decided he would rather cater to a few good customers and give something that would be used for a long time. Recipients often show their gifts to other friends so his firm's name goes before many people.



## INTERESTING LINES!

*Zuber's got 'em too!!*

LARCH  
FORMICA  
REDWOOD  
WINDOWS  
MAHOGANY  
FIR DOORS  
SUGAR PINE  
SHUTTERS  
FLUSH DOORS  
YELLOW PINE  
DOUGLAS FIR  
GUM PLYWOOD  
LOUVER DOORS  
SCREEN DOORS  
WINDOW UNITS  
JALOUSIE DOORS  
METAL MOULDINGS  
PONDEROSA PINE  
MAHOGANY PLYWOOD  
MARLITE WALL PANELS  
AWNING WINDOWS  
DOUGLAS FIR PLYWOOD  
DOUGLAS FIR MOULDINGS  
WHITE PINE PACKAGE TRIM  
DISAPPEARING STAIRWAYS  
CYPRESS WALL PANELING  
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CEDAR SHAKES AND SHINGLES  
KNOTTY WHITE PINE WALL PANELING  
GENUINE AROMACEDAR CLOSET LINING

*The South's oldest wholesaler and jobber of building materials*

YOUR INQUIRIES ARE ALWAYS WELCOME

BILL ZUBER  
BRUCE BYRD

**Zuber**  
Lumber Company

TELEPHONE CRESCENT 6404

P. O. BOX 964  
ATLANTA 1, GEORGIA

## 'IN USE' DISPLAYS

(Continued from page 40)

He sees it for himself."

The in-use plan extends to the paint department. In it are pieces of various building material which have been painted by C. M. Dunseth, department manager, with the various paints, varnishes, and finishes sold. The customer without painting experience may see for herself the effect of various inside and outside paints and finishes, and thereby more intelligently select those she needs at home.

Further, several of the store walls and ceiling are decorated with paints and finishes selected from stock, to serve as permanent paint displays.

The area that completes Good Land's in-use display picture is the model kitchen, in which employees brew coffee for customers and themselves. It serves as an area for relaxation and for discussion of homebuilding plans and problems. This kitchen is equipped with built-in refrigerator-freezer, electric range, sink, disposal unit, and other equipment that belongs in a model, modern kitchen.

This company sells nearly \$750,000 worth of materials a year by providing everything from plans to financing. Contractors cater to Good Land because it is creating a lot of business for them. The contractor simply takes over and does the work under Good Land supervision. The dealer pays him for his work.

On the other hand, so well-known is the company for its creative homebuilding business that builders who contract work for a home-owner, directly, also come to Good Land.

## PLASTIC FILM

(Continued from page 42)

side of the new room in the attic will help keep it warmer and cleaner.

When basement walls are furred out for the addition of modern wood paneling or wallboards, polyethylene film can be placed under furring strips to insulate against drafts or moisture.

Most manufacturers offer the film in widths from 36 inches to

16 feet, and some up to 32 feet.

When joints must be made, it is recommended that the film be lapped six inches. In most cases, merely overlapping the film is sufficient. But when a permanent seal is desired, it can be taped with rayon filament acetate tape or glass-filament acetate tape; cemented with asphalt or rubber-base cement; or heat-sealed with special equipment.

Concrete should be poured in the same direction as the lap of the film.

When fitting the film around pipes, outlet boxes, or similar irregular objects, edges should be taped to insure a continuous seal.

With so many uses for polyethylene, today's modern house can be literally wrapped in plastic from basement to attic. The advantages of a tightly-sealed house will have long-range effects in eliminating paint blistering and peeling, staining of walls, rotting framing members, and other bad results caused by condensation above grade and caused by water infiltration below grade.

## NRLDA SURVEY

(Continued from page 44)

ers plan to buy a fork-lift — and less than 1% plan to buy a straddle truck — within a year.

Of the replying dealers, 39% were using steel strapping in some form. Nearly 44% package lumber with it, and another 8% steel-strap building materials generally.

Dealers now receive gypsum products most frequently in unit loads. Lumber, roofing, and plywood follow in that order. In order of frequency of mention, dealers would like to see these products unitized or palletized; lumber, roofing, masonry products, gypsum products, hardwood flooring, insulation board, nails, hardboard, followed by cement, plaster, and similar bagged goods.

Twenty-eight per cent of the replying dealers have yards planned for handling unit loads. About 30% of the dealers have a ramp or carbed-high platform to get into a freight car. Surprisingly, 58% of the dealers have a private rail siding — and over 60% have definite ideas as to "the ideal type of railroad car for the building materials you handle."

Over 34% of the dealers said they would be interested in consulting on mechanical handling and yard-layout problems. About 52% of these



dealers would be willing to pay for such service.

Nearly 52% of the reporting dealers use both shed and outside storage for common lumber. The ratio of those using shed storage altogether is about 3 to 1 nationally. By selected associations, the ratio is: Middle Atlantic, 2 to 1; Kentucky, 33 to 1; West Virginia, 8 to 1; Mississippi, 19 to 1; Florida, 24 to 1.

Over 13% of the dealers buy between 50 and 100 cars of lumber a year. Over 14% of the dealers buy more than 100 cars of lumber a year. As for building materials, over 13% buy between 50 and 100 cars annually, and over 16% buy over 100 cars each year.

The typical dealer's stocks seem to be balanced between about 75% common lumber, and 25% finish and uppers.

NRLDA'S Committee of Materials Handling consists of J. C. O'Malley of Phoenix, Ariz., chairman; Wayne F. Mullin of Los Angeles, Calif.; V. Joseph Wardein of Alton, Ill.; E. R. Titcomb of Cleveland, Ohio; Stuart S. Caves Jr. of Honeoye Falls, N. Y.; John E. Moelling of Chicago, Ill., and Clarence Thompson of Champaign, Ill. The committee has scheduled clinics and demonstrations of materials handling as the No. 1 subject at the NRLDA Building Products Exposition in Chicago this month.

Asserts Chairman O'Malley:

"Materials handling progress is on the march! It's going to be a profitable parade for those dealers who see fit to get on the bandwagon; but it will take careful long range planning. Now is the time to get started!"

**THIS CONCRETE**  
**WAS**  
**FOR THE BIRDS—**  
**BUT—**

IT CAN BE EASILY SMOOTHED OVER with *Camp's* LATEX CONCRETE TOPPING

**ELIMINATES CHIPPING, ROUGHENING and CURING. MAY BE APPLIED THIN AS 1/16"**

**INCREASE YOUR SALES-DOLLAR VOLUME INSTANTLY with *Latex Concrete* TOPPING and REPAIR. NO PRIMING — WATERPROOF.**

Use In or Outdoors—Will Not Chip, Crumble or Powder—

*Camp's Latex Concrete REPAIR*  
New "Fix-it-Yourself"  
Kit for Homeowners.  
A Terrific Seller!

- Enables anyone to repair own brick, stone, masonry, etc., such as broken step edges, cracks in walks, walls, driveways, silos, curbing, smoothing rough surfaces, etc., quickly and easily. No waste.

**• AVAILABLE IN 2 SIZES**

Each kit includes special cementatory material, liquid rubber latex and trowel.



SMALL KIT (Sufficient to repair 50 to 150 ft. of average cracks)

Retails at ..... **\$2.95**  
LARGE KIT (Double size)  
Retails at ..... **\$4.95**



**LIBERAL DEALER DISCOUNT**

*Camp's Latex Concrete TOPPING*  
Saves Contractors Hundreds of Dollars in Concrete Replacement and Repairs

- Rough, Pitted, Trowel-Marked, Uneven or Broken Concrete and Masonry can be made smooth with a thin coat of LATEX CONCRETE TOPPING—INDOORS OR OUT—the answer to those "frozen" or "rain-pitted" concrete surfaces!

Easy to work—easy to apply.

Packed in drum, wt. 52 lbs., including 40 lbs. of powder, 1 gal. can of Latex Mixer. One unit will cover app. 100 sq. ft. 1/16" thick.

RETAIL PRICE  
**\$10.00**

**LIBERAL DEALER DISCOUNT**



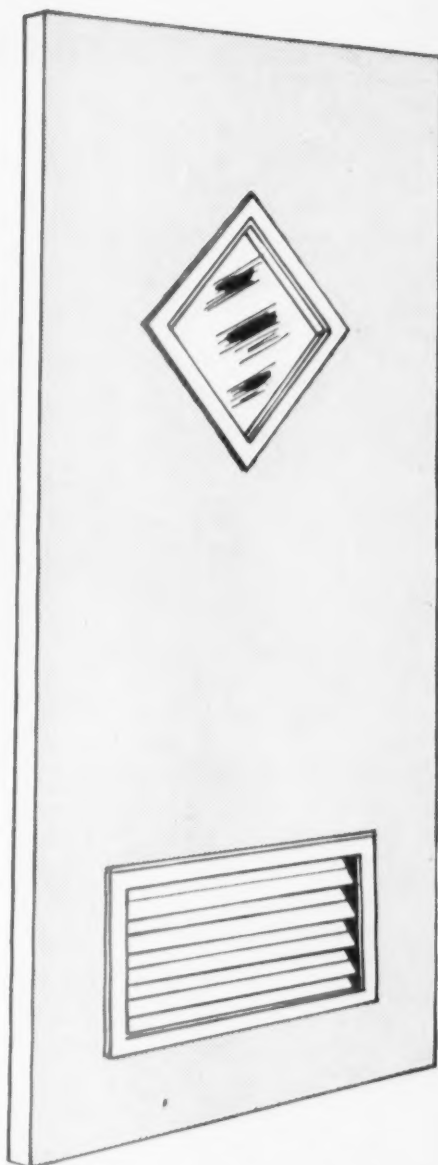
\* Materials are the same. REPAIR is the small unit. TOPPING, the large unit. Stocked by over 400 supply dealers.

Over 21 Years of Continuous Service

Floor

Specialists

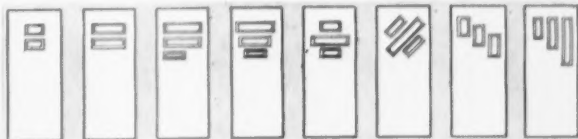
**The CAMP COMPANY, Inc., Dept. 585-126**  
6958 South State Street, Chicago 21, Ill.  
Phones: TRIangle 4-4770 - 1-2



**THE DOOR TO BIG PROFITS IS EQUIPPED WITH DIXILIGHTS AND DIXILOUVRES**

When you equip your flush doors with Dixilites and Dixilouvres, the door to big profits opens but QUICK! They add that extra touch of beauty and appearance that makes doors sell themselves.

In just a few minutes, any stock flush door becomes the design your customer wants — by using Dixilites and Dixilouvres. Less door inventory and more profits! Write for catalogue including prices and specifications today!



Lumber Division

**GEORGIA ART SUPPLY COMPANY**

280 Garnett St.

Atlanta, Georgia

## CONTRACTOR SALES

(Continued from page 38)

More than 4,000 persons attended the two-day grand opening to see our large-scale modernization—and vie for 16 prizes of \$500 in merchandise and 6,000 smaller items.

Public response to our improved store displays and advertised services zoomed our sales volume from a little over \$600,000 in 1954 to nearly \$1,000,000 in 1955.

Our sales volume this year will run only slightly less than \$1,000,000 despite a drop of 40 per cent in new home construction in our trading area. This difference has been made up by a hard-driving campaign for repair and modernization jobs—and by a good increase in over-the-counter sales to Do-It-Yourself customers.

Our new store displays eight different types of wall materials and six different types of ceiling materials "in use." This speeds customer choices through on-the-spot comparisons.

Our company does not sell kitchen appliances but we do fabricate custom-made cabinets and other millwork, and sell sinks and other plumbing fixtures. But we display appliances in our model kitchen in a very effective manner.

**We invite** local appliance dealers to take turns furnishing the needed appliances for this kitchen display. Each dealer is allowed to display his brand of appliances for a month—together with a poster giving his name and address and brand. Naturally, these dealers reciprocate by recommending our millwork, cabinets and other supplies to prospects who come to them for appliances.

Another innovation we have found quite popular and profitable is the paint selection bar on our sales floor. Fashioned like a ladies' dressing table with comfortable bench and individual light, it permits women to sit and choose the colors of paint needed to finish a new home or redecorate an old one.

We are winning and wooing new patrons every week from the floor traffic created by our Town Meeting Room. This is an air-conditioned "auditorium," 27 by 53 feet, on our second floor. It comfortably accommodates 100 people, and has an efficiency kitchen adjoining in which light meals or refreshments are prepared.

## SOUTHEASTERN:

Florida, Tennessee, Alabama, and Georgia dealers "learned lots" at the fourth Southeastern Dealer Convention and Building Material Show in Atlanta, November 27-29. Enthusiastic speakers and two lively forum quartets thoroughly covered the timely theme: "Control the Sale and Keep the Profit."

Dr. Roy Wenzlick, the nation's foremost real estate analyst, predicted between 900,000 and 1,000,000 housing starts for 1957. He said an increase in the FHA and VA mortgage interest rate would be necessary to start more dwellings.

Montgomery W. Egerton, Knoxville attorney and labor relations counselor, explained ways to avoid labor unions in the retail lumber industry. He cited greater interest in employee welfare and happiness by management as "the best ammunition."

Don A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn., said better salesmanship is necessary to push America's housing standard on level with our generally high living standards.

(Look for the full editorial and pictorial report on the Southeastern convention in your January S-B-S!)

Among the groups that have used this auditorium have been the Junior Chamber of Commerce, Elizabethtown School Board, Grade School Supervisors Assn., County School District Board, Junior Women's Club, League of Women Voters, Kentucky Sorghum Producers Assn., Loyal Order of Moose, and Kentucky Utilities Cooking School. Each month new organizations apply for meeting dates.

**Our company** has come a long way since Neff Jenkins and William Essex organized the Jenkins-Essex firm in 1904. Then it was started in a 50-by-70-foot shed with a steam-powered planing mill. Our new store and warehouse building provides 75,000 square feet of floor space on four acres and we have parking space for 30 cars in the heart of Elizabethtown's business section.

By building with fireproof construction, we were able to reduce our insurance rate from 86 cents to 18 cents per \$100 protection.

We're highly pleased with the efficiency of our new building — and with our business from local contractors. Our discount plan helps to control the sale — and keep the profit!

## NAHB Exposition Set in 3 Buildings

A dramatic presentation of new trends, new methods, and new products will kick off the 1957 homebuilding season, January 20-24, in Chicago, at the 13th annual convention-exposition of the National Assn. of Home Builders. Attendance of more than 30,000 is predicted.

The facilities of three Chicago convention centers, the Conrad Hilton and Sherman hotels, and the Chicago Coliseum, will be used to accommodate a total of more than 775 exhibit spaces. Convention program features will also be presented at all three locations.

NAHB's famous "how-to-do-it circus" will be held the morning of the closing day, Thursday, January 24. Simultaneous demonstrations will show the best application techniques for various products widely used throughout the homebuilding industry.

The annual NAHB convention is open to all persons connected with the homebuilding industry — dealers, contractors, engineers, architects, mortgage men, manufacturers, and others. Non-members may register by writing direct to Convention Headquarters, National Assn. of Home Builders, 111 W. Jackson Blvd., Chicago 4, Ill. Requests for hotel reservations must be accompanied by the advance registration fee (\$15 for men, \$10 for women).

## National Gypsum Starts \$19,000,000 Expansion

Ignoring the sharp decline in homebuilding, the National Gypsum Co. last month launched a \$19,000,000 Great Lakes area expansion program. It calls for the construction of two gypsum building products plants and the development of a 75 million-ton Northern Michigan gypsum deposit.

Board Chairman Melvin H. Baker said the plant sites are at Waukegan, Ill. and Lorain, Ohio.

"Giant earth movers in Michigan shortly will begin removing 48 feet of dirt and clay from a great strata of gypsum," he said. He explained that the Michigan deposit will provide the raw material for the new plants.

"Construction of the plants, docks, and harbors will get underway next summer," he added. Lake ore ships will transport the raw gypsum from the deposit to the plants for processing into a number of gypsum products, including wallboard, sheathing, lath and plaster. Each plant is expected to produce annually enough of these products for 30,000 new homes.



He's a big lumber dealer from America.  
Made it all selling **fir plywood**.  
DFPA grademarked, of course!

# DUR-O-WAL®

wishes all a

## Merry Christmas

and a

## Happy New Year

## SLIDING DOOR HARDWARE AT ITS VERY BEST

...yet costs no more

When selling the fine quality Acme Sliding Door Hardware, you offer the builder many profitable opportunities to exploit the highly saleable features of space-saving construction.

Smooth, quiet sliding door operation for the life of the building is a "repeat business" builder that comes as a result of Acme's policy of using only the finest of materials for extruded aluminum track and nylon wheel hangers. These materials and Acme's advance design provide the least noise transmittal and smooth finger-touch operation.



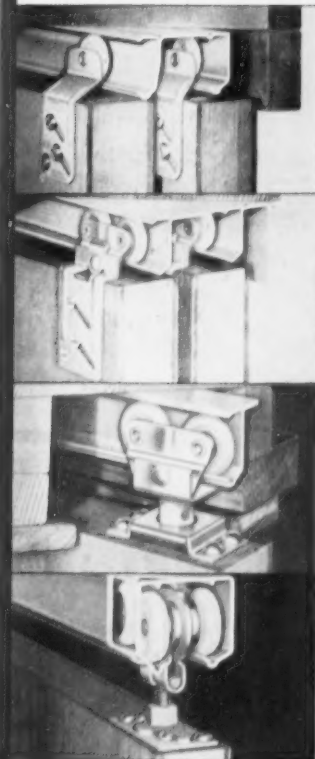
write for complete  
new illustrated catalog

**Acme DUALINE**  
By-Passing Door  
Hardware for doors  
up to 60 lbs. One set  
of hardware inter-  
changeable for both  
¾" and 1 ½" doors.

**Acme Series 8000.**  
The Aristocrat of  
wardrobe sliding door  
hardware. Features alu-  
minum track with integral  
fascia. Twin Wheel  
hangers for by-passing  
doors up to 100 lbs.

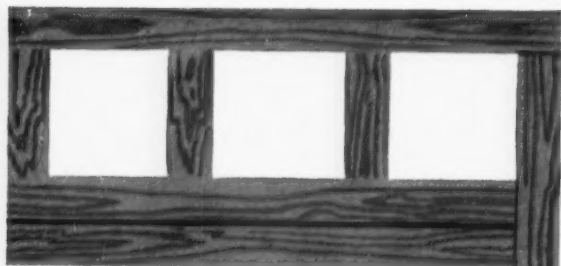
**Acme No. 81-82 Twin  
Wheel Adjustable  
Pocket-Door Hardware.**  
Quickest, easiest  
installation. One Nylok  
nut permits easy  
adjustment without  
removing door.

**Acme No. 57-58 Heavy  
Duty Adjustable  
Sliding Door Hardware.**  
Four wheel hangers  
for doors 1 ½" or  
thicker up to 250 lbs.  
One Nylok nut  
adjustment.



**ACME APPLIANCE  
MANUFACTURING CO.**  
35 South Raymond Ave.  
Pasadena, Calif.

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*For light weight, strength,  
wide range of use,  
choose*

## WHITE FIR

one of the dependable woods from  
the Western Pine mills

Easy to handle, cut, saw, shape and nail,  
this fine wood is widely used for framing,  
sheathing, crating, exterior and interior trim  
and many industrial uses.



Write for FREE illustrated book about  
White Fir to: WESTERN PINE ASSOCIATION,  
Ycon Building, Portland 4, Ore.

## The Western Pines

|                         |  |
|-------------------------|--|
| <b>Idaho White Pine</b> | and these woods from<br>the Western Pine mills |
| <b>Ponderosa Pine</b>   | WHITE FIR - INCENSE CEDAR                      |
| <b>Sugar Pine</b>       | RED CEDAR - DOUGLAS FIR                        |
|                         | ENGELMANN SPRUCE                               |
|                         | LODGEPOLE PINE - LARCH                         |

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING  
GUARANTEES LUMBER TOMORROW



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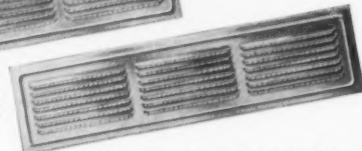

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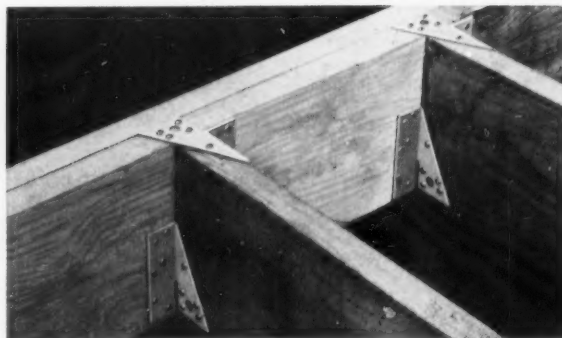
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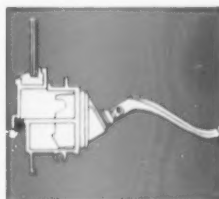


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